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ABSTRACT

This is the report of an exploratory study aimed at testing one method of obtaining data on the information needs and sources of people in a medium-sized city, New Brunswick, New Jersey. An underlying goal was to explore what is often assumed, that needed information is gathered and used, and that there is an unmet need for information. Poverty was selected as the topic around which to focus the study. To find out what information was available to the community, the mass media were monitored on a sample basis. In addition, representatives of a sample of organizations were interviewed about the information concerning poverty disseminated by their organizations. This sample, and a random sample of household representatives were interviewed as to their exposure to information about poverty, their beliefs and attitudes, and their needs for information. An analysis was made of the nature of the fit between exposure on the one hand and attitudes and beliefs on the other. Of interest to libraries concerned with disseminating information is the finding that different segments of the community are attuned to different types of media, and within the types, to different media agents. (Author)

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NEW BASES FOR LIBRARY AND INFORMATION SERVICES IN METROPOLITAN AREAS: Information Usage; Beliefs, Attitudes, and Exposure to the Mass Media

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PREFACE

The research reported here evolved as a joint effort of the Graduate School of Library Service and the then Urban Studies Center. The basic document outlining the rationale and broad design of the study was prepared by Ralph Blasingame, Jr., Professor of Library Service, and Harry C. Bredemeier, Professor of Sociology. Bernard Goldstein, Professor of Sociology, and Coralie Farlee, Assistant Research Professor, served as principal investigators.

Conducting the research involved many more people. Philip M. Clark was Field Director and supervised the sampling and interviewing procedures. E. Kay McGinty, Research Assistant, supervised the monitoring of radio and television broadcasts and supervised the coding procedures related to these and the interview data. Research Assistant Ann Tsubota was responsible for the collection of data from all the newspapers sampled. William R. Dolphin, Research Assistant in the Sociology Laboratory of Rutgers College was very helpful in guiding the processing of the data. Graduate Research Assistants Ellen (Connor) Clark, James M. Mulanaphy, and James Patterson participated in many aspects of the study, including the preparation of early drafts of some of the chapters.

The research was funded by the Office of Education, Department of Health, Education, and Welfare, under Grant Number OEG-1-7-071171-4489. Additional support was provided in the form of Equipment Usage Grants from the Center for Computer and Information Services of Rutgers University. We wish to express our appreciation too, to the people of New Brunswick, N.J., who cooperated in making the study possible.

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Chapter I

INTRODUCTION

The idea for this study grew out of a series of nine seminars, funded by the U.S. Office of Education during 1964-66. (OE 4-10-273), "To Study Problems Affecting Library Service in Metropolitan Areas." Taking part were some 60 social scientists, educators and librarians. The purpose of the seminars was to identify areas of greatest need for research, gain some consensus concerning the order of their priority, assist in locating individuals and agencies with the research capabilities to conduct such studies and offer consultative services as appropriate.

The final report of that undertaking, "Research on Library Service in Metropolitan Areas," identified areas and types of research which the consultants thought were relevant and of high priority.[1] One such area concerned information need and supply. Libraries, and other information agencies, assume that there is a "need" for information, that persons needing information will seek it out, and that the information acquired will be used in some fashion. These assumptions, for the most part, are accepted without being put to the test. However, as noted in the report referred to above,

> ...the matching of information need with information supply is a difficult process, not performed at all in some instances and almost accidentally in others. Systematic investigation of need and demand by type of potential or by actual audience, as well as broad-scale inquiry into the various ways by which information is acquired by individuals . . . might lead to increased understanding of potential areas of activity for libraries.[2]

Obviously, many research efforts might be designed on the basis of such a broad mandate. It was the feeling of members of the Graduate School of Library Service and the Urban Studies Center of Rutgers, The State University of New Jersey, that, acting jointly, they had both the interest and research capability to begin a series of studies in this area. Since only a small part of the problem could be approached at first, it was decided to carry out a methodological study, concentrating on the application of established research techniques to the question of the extent to which available information is reflected in the attitudes and information which people possess.

There exists the inference that information possessed by an individual is used in making decisions. Indeed, that inference provides one of the bases for many types of services in libraries and other information centers. A secondary concern was the relative fruitfulness of these research techniques as guides to the person or persons responsible for program development and agencies devoted to disseminating information, primarily libraries. The study, then, was primarily methodological and exploratory.

Given the original impetus for the research, and the multiple objectives, the design that evolved was somewhat complex. The methodology for each phase of the study is described in detail in Chapters II, IV and VI. It is pertinent here, however, to provide an overview of the rationale and procedure. The study can be described briefly as an effort to examine the "fit" between information available in a community and the information that people claim to have or need. Since the amount of information available at any given time is rather large, it was necessary to narrow the focus. One way this was done was to concentrate on a particular topic. The "war on poverty" was a subject of considerable concern at the time, and so it was decided to use "poverty" as the topic around which to explore the issue of information availability and use.

Just as there are many foci around which information is available or may be sought, so there are many mechanisms by which information may be transmitted or acquired. It was decided to obtain "objective" measures of the input of information about poverty from the mass media - newspapers, radio stations, television channels and large-circulation magazines available to the community. In addition, inquiries were made as to other sources - government bulletins, leaflets, friends, the library, and so on.

It was possible, therefore, within reasonable limits, to describe what information was being made available to members of the community, and through what channels. The next problem was to ascertain what information people had in relation to what was known to be available. For this purpose, two interview samples were used. One, referred to as the "organization" sample, consisted of people drawn on the basis of their association with formal organizations, ranging from small business to government agencies. The purpose of this sample was threefold: 1) to learn about sources of information among people with particular organizational needs; 2) to learn about information outputs from such organizations; and 3) to permit a comparison of information and attitude items with responses from interviewees representative of the entire community. The second interview sample consisted of respondents drawn from a random sample of households. From this sample, information was gathered as to knowledge and attitudes concerning poverty, exposure to the mass media, and background characteristics considered relevant to the problem at hand.

This report of the results is organized as outlined above. Part One describes how the mass media sources were selected and analyzed, and reports on their content. Part Two details the procedures for selecting the organization and the population samples, reports the results of the interviews, and compares some of the findings from each of the samples. In Part Three, an effort is made to measure the degree of fit between exposure to poverty content in the media and the amounts and kinds of attitudes and information people report having. In addition, there is an assessment of the relative importance of various factors that may account for variations in the fit.

Implications for Library Policy and Program

One of the operating assumptions among many persons responsible for public library direction is that of a "general public." This study confirms findings in other studies indicating that there are many publics and that various classifications of persons (for example, by race, education or income) are related to differences in sources of information, to the trust placed in the several sources, to the ranking of major social issues as to their importance, and other factors relevant to agencies which attempt to disseminate information. One major implication of this study for public libraries is that audiences (actual or potential) with different viewpoints and apparent information needs can be identified and that the approaches to them can be defined.

The methods used in this study are capable for use for this purpose, but are too complex and expensive for the average community. In all likelihood, the methods used here could be simplified and used to establish experiments in information dissemination. A relatively simple survey could establish the elements of the community - ethnically oriented radio stations or newspapers; educational television, for example. Messages of significance could be placed in such channels, and the consequences in the use of certain materials or services measured relatively easily.

Another finding which could influence library operations is that it appears that many people have relatively little information about their community and some of the basic services that are available. Whether there is an effective demand for such information, that is, whether it would really be gathered and used, is not touched upon in this study. However, there seems to be an obvious role for one or more information-related agencies to serve as a gathering and disseminating point for information that might affect the priorities assigned to various public issues of importance. This lack of information extends not only to individuals, but to organizations which presume to furnish individuals with information. Information has its highest value when there is an immediate need.

Perhaps there is a role for the public library in sensitizing members of the community to its function as a switching point - a source to find out where to go for specific kinds of information.

The study was conducted in New Brunswick, New Jersey, a city of some 40,000 people, situated about midway between Trenton and New York City, on the Philadelphia-New York "main line." The media orientation is primarily to New York City, though there are a local radio station, a local daily newspaper, and several area weekly papers. The main campus of Rutgers, The State University of New Jersey is located in the city and adjacent Piscataway Township, but New Brunswick is not a typical college town. It does have many of the problems of the typical older industrial city. Many local industries have forsaken the city and the railroad for sites with easier access to modern highways. And local retail trade has declined with the opening of numerous shopping centers with adequate parking space.

The population of New Brunswick is of quite mixed origin. The single largest "minority" is Hungarian, the product of immigration waves at the beginning and middle of this century. There is a growing population of poor blacks and Puerto Ricans, confined to inadequate housing. Residential areas in the center of the city have been cleared for urban renewal, but year after year, optimistic plans for new construction fail of fruition for lack of interested entrepreneurs. While there are good residential areas in New Brunswick, those who might provide leadership choose to buy homes in surrounding suburban communities with modern schools and other amenities.

It is reasonable clear that a small minority of people regard the public library as a source of information - at least on the subject of poverty, certainly an issue of major national importance. It is also clear that the public library is a trusted source. It is not entirely evident what this rather odd juxtaposition of attitudes means or how it could be used as an input to management decisions for the librarian. Given the library professional's claim to an important role in information dissemination, it would seem there is a latent positive orientation to the public library. This suggests there is the potential for the public library to serve as a source of clarification with regard to clashes over public policy. While it is eminently true that information and logic many times are not the most crucial factors in determining the outcome of such differences, it would seem that the public library is in a position to make something of a contribution to the dampening of conflict by making itself available as a resource for the input of information to counter the normally large supply of emotion.

Footnotes to Chapter I

1. Ralph Blasingame, Jr. Research on Library Service in Metropolitan Areas. (New Brunswick: Rutgers University Press, 1967).

2. Ibid., p. 33.

Chapter II

COLLECTING AND PROCESSING OF MASS MEDIA INPUT

Description of Media Sampled

Included in the media universe are selected newspapers and magazines distributed in the New Brunswick area and all AM radio stations and New York area VHF television channels transmitted into the area. Newspapers, magazines, radio and television stations are referred to henceforth as media types.

Newspapers were selected on the basis of their orientation to the New Brunswick community. Thus, in addition to local newspapers, the two Newark newspapers were chosen because of their news coverage of the entire New Jersey community. Four New York newspapers were chosen because their news coverage was of the New York metropolitan area and/or the nation. Philadelphia and Trenton newspapers, also distributed in the area were excluded because their news coverage was primarily of the Philadelphia metropolitan area, of which New Brunswick is not a part. Also sampled was the black-audience newspaper published nearest to New Brunswick, in Newark.

Magazines were selected on the basis of suspected readership within the community. Preliminary analysis was made of the choices made by community leaders, who were asked "Which magazines do you read regularly?" Any magazine mentioned by five percent or more of the leaders was included in the sample.

FM radio stations were not included in the universe of radio stations because the researchers assumed that a significant proportion of the New Brunswick community did not have access to FM radios. UHF television channels were excluded for the same reason, as only recent models of television sets receive these channels without costly extra accessories.

Segment Breakdown of Media

Five types of information segments were sampled from media output: news, features, editorials, columns, and letters to the editor. News segments are defined, for purposes of this project, as articles in the media devoted to descriptions of recent occurrences. They are current for the media type. That is, radio and television news is broadcasts of items occurring within the previous 24 hours. Daily newspaper news, depending on the publication time of the specific newspaper (morning or evening), is 12 to 36 hours old. Magazine news, which is contained only in the four weekly news magazines in our sample, is reported on a weekly basis, and is generally one to two weeks old.

Features are defined, for all media types, as unusual, prominent or distinctive articles, stories, or programs, that consist of background or analysis, or that depend on unusual treatment, as contrasted with a straight news story. Editorials are articles or items expressive of an opinion; they are given a special or significant place and intentionally express the views of those in control of the publication on a matter of current interest.

Columns, in newspapers and magazines, are special departments or features in newspapers and periodicals under a permanent title and generally reflect the writer's taste and point of view.

Letters to the editor are comments from the public in letter form addressed to publications. In newspapers they are generally on the editorial page. They are usually in the front sections of magazines.

All newspapers were sampled for all five types of segments. Certain parts of editions of newspapers were omitted in drawing this sample because they were considered irrelevant to the purpose of the project--to examine information output: Entertainment sections, sports sections, book reviews, radio, television, and movie listings, fiction, comic strips, theater and music sections, games, classified sections, travel sections, society and fashion sections, stock listings, art sections, and advertisements.

The magazines were sampled for those segment types which appeared in the particular magazine. Only one magazine contained all five segment types; the others had two, three, or four of the segment types and were sampled only for those. Articles, columns, or sections of magazines dealing with the following subjects were excluded: theater, dance, art, movies, music, books, television, radio, fashion, entertainment, sports, and humor. Jokes, cartoons (except political), games, fiction, and advertisements were also excluded.

Radio and television were both sampled for news, on the basis of their regularly scheduled broadcasts. Commercial messages and weather reports were not included as part of the newscasts. Sports reports, editorials, and public service announcements were included for radio and television news broadcasts and were all listed as part of the news segment when they were broadcast within a regularly scheduled news broadcast.

Radio was sampled separately for columns on those stations which had regularly scheduled commentators. Only commerical messages were excluded from radio column segments. Television was sampled for features--specials and documentaries--on all channels; commercial messages were excluded.

Temporal Universe

The temporal universe for newspapers, magazines, and for television features is all editions, issues, or broadcasts during the six-month period beginning the week of December 1, 1967 and ending the week of May 1, 1968. The universe for radio news and columns and for television news is all broadcasts from January 15, 1968 to May 31, 1968 between 8:00 AM and 11:30 PM (or the nearest corresponding time of a broadcast for the particular station or channel).

Drawing the Sample - Description of Sample and Universe

1. Newspapers

Ten newspapers were included in the universe; seven were daily newspapers and three were weekly newspapers. The sample of the weekly newspapers consists of the entire universe--all editions published were included. The sample of the daily newspapers consists of alternate editions for weekdays (Monday through Saturday) and all Sunday editions.

Among the weekly newspapers were two suburban newspapers (The Highland Park Recorder, The Franklin News, Record) concerned primarily with local news, that is, news of happenings within the towns in which they are published and some news of New Brunswick and Middlesex County. The third weekly newspaper (The Afro-American) is published in Newark and is directed at a black audience. It is affiliated with a black newspaper published in Baltimore with a national readership. Thus the paper is primarily concerned with news of Newark's black population, but it contains nationally syndicated columns by black journalists and some news of the black population outside Newark.

Among the daily newspapers are four New York, two Newark and one New Brunswick newspapers. Three of the New York papers are morning papers (New York Times, Wall Street Journal, Daily News) and the other is an evening paper (New York Post). The New York Post and Daily News are concerned primarily with local news of New York City; both of these are tabloids. The other two morning papers published in New York City have nation-wide circulation and are concerned primarily with national and international news. The Wall Street Journal is specifically directed toward businessmen, with its news emphasis on the business community. It is only published Monday through Friday. Both are directed at readers with more education than the average newspaper reader.

One of the two Newark Newspapers is a morning paper (The Newark Star-Ledger) and the other is an evening paper (The Newark

Evening News). Both are concerned with local news of the Newark area and Essex County and with news of the State of New Jersey in general. The New Brunswick newspaper (Daily Home News) is an evening newspaper and is concerned with news of New Brunswick and Middlesex County.

2. Magazines

Thirteen national magazines were included in the universe; six of these are published weekly, two bi-weekly, and five on a monthly basis. The sample of each magazine consists of the entire universe - all issues published were included.

The thirteen magazines include four news magazines (Time, Newsweek, U.S. News & World Report, Business Week), three women's magazines (Ladies Home Journal, McCall's, Good Housekeeping), one literary magazine (Saturday Review), and five general interest magazines (Look, Life, Ebony, Saturday Evening Post, Reader's Digest). All four news magazines are published on a weekly basis. Time, Newsweek, and U.S. News & World Report are concerned with general national and international news, and Business Week directed to businessmen, is concerned with news as it affects the business community. Business Week magazine includes all five types of information segments (it is the only magazine sampled which does so). The other three each include four of the five segments: each has news and features and in addition to these, one has columns and letters, one has editorials and letters, and one has editorials and columns. Only the four news magazines have a news segment; all the magazines sampled have a feature segment.

All three of the women's magazines are published on a monthly basis. All three include features and columns. One magazine has only those two segments; the other two both have letters-to-the-editor and one has an editorial each month. These magazines are concerned with information of special interest to women.

Saturday Review is a weekly magazine concerned with literature and the arts. It includes features, editorials, columns, and letters-to-the-editor. As much of the magazine is devoted to arts and book reviews, a great deal of it was not included in the sample as properly belonging in one of the five information segments included in our study.

One of the five general interest magazines is a weekly, (Life), two are monthly (Readers Digest and Ebony), and two are bi-weekly (Saturday Evening Post and Look). Look and Life are large picture magazines, and are directed toward a family audience. The Saturday Evening Post and Ebony are large magazines which combine picture stories and lengthy articles. Both are family oriented magazines; Ebony is published by a black publishing firm and its articles are directed at the black population (it has a considerable circulation in the black community). Readers Digest is a small monthly. Its long written articles include condensed books and short stories and condensed articles from other magazines and journals. It is directed primarily at an adult audience.

3. Radio

News

Radio news was sampled for thirteen stations, all AM frequency. Eight of these were broadcast from New York City (WABC, WCBS, WINS, WMCA, WNBC, WNEW, WOR, WOXR), two from Newark (WNJR, WVNJ), one from Hackensack (WJRZ), one from Paterson (WPAT), and one from New Brunswick (WCTC). Two of the New York stations broadcast news continuously during the universe time (8:00 AM to 11:30 PM). The other stations scheduled short news broadcasts five, ten, or fifteen minutes long, every hour or half hour during this time. Some of these stations scheduled longer broadcasts, fifteen minutes to a half hour once, twice, three, or four times a day. These were generally at the beginning or end of the sample universe, at noon, or during the evening commuting and dinner hours.

Of the eight stations broadcasting from New York City, two had no programs except news (see reference above). Two featured talk shows and information programs. These were complemented by some quiet music programs, semi-classical and instrumental music. Two stations from New York played only rock and roll music interspersed with five minute news broadcasts every half hour. One of these also had a news commentator every evening. Of the two stations featuring information and talk shows, one had one commentator every evening and one had three commentators every evening. One of the New York stations, directed at a better educated audience, featured classical music and special information programs. The last New York station features popular music, mostly vocals by prominent night club entertainers. This is interspersed with five minute news broadcasts every half hour.

Two of the stations are broadcast from Newark. One of these is directed at a black audience and its news is oriented to the black community. The music featured on this station is rhythm and blues. The other plays quiet music, including show albums. Both these stations have short news broadcasts every hour.

The Paterson station features quiet music, primarily instrumental, interspersed with five minute news broadcasts every hour. The Hackensack station features country and western music with five minutes of news every half hour. The New Brunswick station features a variety of music types including rock and roll, jazz, and popular music. Their schedule of news broadcasts varies, but averages five minutes of news every hour and longer news broadcasts in the morning, at noon, during the dinner hour, and in the late evening. Their news is oriented to the New Brunswick area, and special information and talk programs are often featured during early evening.

A sampling schedule was designed for each radio station so that one, two, or three broadcasts were sampled on each of three or four days per week. The two stations which broadcast continuous news were sampled twice a day three days a week for one half hour at a time, a total of three hours sampled each week. Schedules were drawn so that each week's sample included morning, afternoon, and evening hour broadcasts. Sampling days were alternated with Monday, Wednesday, and Friday being sampled one week, and Tuesday, Thursday, and Saturday being sampled the next. Only the New Brunswick station was sampled for Sunday broadcasts. The schedules were made for a six or eight week cycle and rotated during the twenty-week universe.

Columns

Radio "columns" were sampled on the three radio stations which featured regularly scheduled commentators. All three stations were broadcast from New York City. One of these broadcast continuous news each day; the other two featured quiet music and several talk and information programs. Five commentators were sampled, one each day of the week. One was on a news station, and of the other two stations, one had one commentator and one had the remaining three. An alternating schedule was designed on a five-week cycle so that each commentator could be sampled once a week on a different night each week. The cycle rotated during the twenty-week universe.

4. Television

News

Television news was sampled for all seven New York City (VHF) channels. Three national network channels schedule short (five minute) morning and afternoon broadcasts and longer (fifteen minute) early and late evening broadcasts. These channels feature regular weekly series, movies, sports events, special and documentary programs, and game shows, Three other channels feature primarily reruns of older television series (formerly on the national networks), movies, and sports events. Two of these have one news broadcast each day, during the late evening hours, one half hour long. The third channel has one five-minute early morning broadcast and one half-hour broadcast at noon. The last channel is part of a private educational television network and features primarily information programs. It has one hour-long news broadcast daily during the late evening hours.

A sampling schedule was designed for each channel to accurately represent the length of time and time of day of each news broadcast on that channel. Two of the networks were sampled alternate days seven days a week. The other was sampled on alternate days six days a week. Both long and short broadcasts were sampled morning, afternoon, early evening, and late evening. The educational television channel was sampled alternate days Monday through Friday, as were two of the other three channels. The last channel was sampled alternate days Monday through Saturday. For these four channels each daily sample included their total daily news output. The schedules for these channels were drawn on a two-week cycle. The schedules for the national networks were drawn for a six-week cycle. That is, the day and time pattern repeated itself every two or six weeks.

Features

Newspaper and TV Guide listings were checked weekly and daily and educational television network program bulletin was subscribed to and read. All specials, documentaries, special news programs, discussion programs, and educational programs which the listings suggested were concerned with disseminating information as defined for this project were included in the universe of television features. The temporal universe for these special information programs varied for the different channels according to their output and the days and times of their output in the category. The educational television network. the bulk of whose programs were in this category, was sampled daily from noon until 11:00 PM. One of the three national networks was sampled from noon until 11:00 PM on Sunday and another was sampled from noon until 11:00 PM on both Saturday and Sunday. These two channels were sampled on the remaining week days between 7:30 PM and 11:00 PM. All other channels were sampled every day between 7:30 PM and 11:00 PM. The sample for television features consisted of the entire universe for the six-month period. All information programs scheduled were listed for each channel, and the weekly total of minutes devoted to this segment type was recorded for each channel. Because the amount of information output of the educational network did not vary significantly from week to week, an average total of minutes was used for that channel based on the total minutes of output for the first week of each of the six months sampled.

Sampling - Collecting the Data

Sampling involved the collection of two sets of data for each media source and for each segment type within the sources. The first set of data, the sample of information output, is described above. The collection of this data and its measurement will be described for each media and segment type below.

The second set of data collected was all poverty information disseminated by each media type within each information segment. In order to collect this data it was necessary first to develop a workable conception of poverty and poverty information. It was decided that information items which were related to poverty in terms of cause, extent (or example), consequence, or solutions were to come under the heading of poverty information. It was also decided that information concerning organizations or agencies which dealt with problems associated with poverty was also to be included as poverty information. It later became necessary to clearly define the limits of "poverty information". Sampling proved difficult because "poverty items" overlapped with items concerning race, specifically discrimination and riots. At that point a circle diagram proved to be a great help in enabling researchers to decide which items were poverty related and which were not. Three logic circles were drawn; one to represent all items dealing with poverty, one to represent all items dealing with race, and one to represent all items dealing with discrimination. Only where the latter two circles interesected with the poverty item circle was information dealing with race or discrimination used.

Certain key words were also used to decide whether a particular item was concerned with poverty or not. The context of these words always had to be considered, however, and the list of key words given here is by no means exhaustive. Some of the words synonymous with poverty are: poor, slum, disadvantaged, indigent, low-income, welfare, destitute, hungry, starving, underprivileged, unskilled, and deprived. Some key phrases used as indicants of poverty information are: inner city, core city, dilapidated housing, lower class, ghetto, disadvantaged students, unbearable living conditions, urban decay, crumbling cities, and migrant farm workers. These phrases were also used as indicants only when the context in which they appeared suggested one of the four aspects of poverty (cause, extent, consequence, solution).

1. Newspapers

Research assistants were instructed to read each edition to be sampled of each newspaper source. For weekly newspapers, each item was placed in one of the five information segment types (news, features, etc.), and all items in each information segment type were measured. The total of column inches devoted to each information segment type was counted. A column inch for a newspaper is one vertical inch of space one column wide. The column width used is the width of the typical column for the particular newspaper. If a column to be measured is narrower or wider than the typical column, the total of vertical inches is multiplied by the fraction of column width the column represents of the typical column (i.e., one half as much or twice as much). Differences in type-face were ignored.

The procedure for obtaining the total column inches devoted to each type of information segment for each edition of each daily newspaper was the same as above except that the actual measurements were made only for the sampled editions (alternate weekdays and all Sundays) of one month. An average was made for each type of segment for each daily edition on the basis of this month's measurements. If there was considerable variation in the daily output of one information segment it was measured on a daily basis and no average was used.

When total column inches devoted to each type of information segment had been determined for each edition, the editions were re-read and all items dealing with poverty were clipped out and pasted on separate sheets of paper. Each edition to be sampled was read and its poverty items clipped out in this way. On the sheet of paper with the poverty item were written the name of the newspaper, the date of the edition, whether or not the item was clipped from the front page (and if so, from the top or the bottom of the front page), and the total column inches of the item. It was also classified as to information segment type.

2. Magazines

Each issue of each magazine to be sampled was read and the total column inches devoted to each information segment type was measured. A column inch for a magazine is one vertical inch of space one column wide. The column width used is the width of the typical column for the particular magazine. Column widths varied considerably from magazine to magazine because the number of columns to a page and the page width varied from magazine to magazine. Some large picture magazines had only two columns to a page while some smaller magazines, such as the literary magazine had so may as four columns to a page. Thus, length in column inches is not useful in comparing different magazines except in terms of the proportion of column inches devoted to a particular information segment type or to poverty information within a magazine. If a column to be measured was narrower or wider than the typical column, the total of vertical inches was multiplied by the fraction of column width the column represented of the typical column (i.e., one half as much or twice as much).

When the measurement of total column inches devoted to each type of information segment had been made for each issue of each magazine, the magazines were read carefully and all items dealing with poverty were marked. As this research was conducted with bound copies of the magazines in the University library, no items could be clipped out. Coding was done when the magazines were sampled. This process will be described in Chapter III.

3. Radio

News

A monitor equipped with a tape recorder was assigned to each radio station and given a sampling schedule for that station. Monitors were trained to tape each broadcast on their schedule and transcribe all poverty items verbatim. They were also to list each item in the broadcast on a separate listing sheet. They were instructed to time the poverty items in seconds and note this total length on the transcription sheet. This was attached to the listing sheet form which also contained the monitor's name, the station, the date, the time, and total length of the broadcast, and an asterisk (*) marking any poverty items.

Columns

One monitor was assigned to all commentators and instructed to tape each broadcast on the schedule. The monitor was to list each item in the broadcast on a listing sheet and transcribe items dealing with poverty. Poverty items were also timed for length in seconds and this figure was recorded. If a poverty item was repeated during the day in either news or columns, it was included each time it came up in the sample.

4. Television

News

A monitor was assigned to each channel and given a sampling schedule for that channel. Monitors were instructed to tape each broadcast, list each item in the broadcast on a listing sheet, and transcribe and measure each item dealing with poverty. As with the radio monitors they were to mark the poverty items on their listing sheets and record the total seconds of each poverty item.

Features

All information programs which the television listings in newspapers or other sources indicated might be concerned with an aspect of poverty were taped by a research assistant. If a particular program dealt with poverty and was quite long, the research assistant was instructed to write an abstract of the program. This abstract was written after the assistant had carefully considered the information code (discussed below) so that all relevant material from the program was included. If the program was short or only part of the program dealt with poverty, a verbatim transcript of the program was made from the tape recording. The procedure for repeat poverty items was the same for television as for radio.

Chapter III

THE MEDIA AND THEIR CONTENT

The analysis that follows in this report--as it has to do with the mass media--is based on the 4,853 items pertaining to poverty that were selected from the four media types: newspapers, radio, television and magazines. Three-quarters of the items were taken from newspapers, while the remainder were drawn, about evenly, from the three other sources.

In Table III:1 are shown the distribution of poverty items by month of the year, day of the week, and information segment. It is fairly evident (even allowing for the lack of coverage in December) that all media show somewhat more items in the later three months. If one recalls that this was the period of the development of the Poor Peoples' March and the assassination of Rev. Martin Luther King, such an increase appears plausible.

There is a sharp difference between newspapers and television in the proportion of poverty items found on certain days of the week. (Since only one radio station was sampled on Sunday, radio is excluded from this analysis.) More than a quarter of newspaper poverty items occur on Sunday; better than two-fifths are found on the week-end. By contrast, less than one-tenth of the television poverty items are broadcast on each of Saturday and Sunday.

Finally, Table III:1 also provides a rough description of the distribution of poverty items among information segments. Some of the problems in creating categories that could be used across all media types are revealed here. For example, there is nothing equivalent to "letters to the editor" for radio or television. There are occasional editorials in both these media types, but of the few that fell into the sample time periods, none referred to poverty. Perhaps the one observation that should be made is that poverty items were more broadly distributed through the various segments in magazines than in newspapers.

How Much Poverty Material Was There?

Obviously, the number of items dealing with poverty in the media types tells us little about the overall proportion of space or time devoted to such material. Therefore a "percentage of poverty material" measure was obtained (Table III:2). For newspapers, the total column inches for each edition was used as the percentage base. An average base was assigned each newspaper for each segment type when the output of a particular segment varied little from day to day. The total column inches devoted to poverty-related items was also collected for each segment of each edition. Using this figure and the base, each edition sampled was assigned a "percentage poverty" for each segment type. The procedure was different for the Wall Street Journal, which was measured and percentaged separately on a comparatively smaller sample basis and is not included in the table.

The procedure was essentially the same for magazines. The total segment output was measured for each edition, as was the total inches with poverty material for each segment type. Each edition was assigned a "percentage poverty" for each segment type it contained. That is, there were differences among the magazines as to the segments they normally carried. While all carried features, only four had news sections, eleven contained columns, and so on.

The percentage of poverty material for radio news and columns (commentators) and television news was determined by measuring the amount of time devoted to poverty items per edition and finding the percentage of time this represented of the total broadcast. The number of broadcasts sampled is the base for the percentages shown in the table.

Television features devoted to poverty were taped and timed. Program listings were checked, and all information features and their length in time were listed for each channel for each edition --one week's features. The percentage of poverty material for each edition was derived by dividing the total time of poverty information features per week by the total time given to all information features in that week.

The frequencies of the percentages of poverty in editions were arranged in a continuum that was trichotomized for presentation in Table III:2. As explained above, the base for each segment is all editions containing that particular segment. Thus, if a particular edition (of a newspaper, for example) did not have any output in a given segment (columns, for instance) it was not included in the base for that subpopulation. The figure below the base in the table is the number of agents represented in the base. This figure is fewer than the total number of media agents sampled and varies within the body of Table III:2 because there were variations in the number of magazines and radio stations that carried particular segments.

The percentage of poverty material for each of the media types and information segments is shown in Table III:2. For items classified as news, just over half of all editions (issues of newspapers and magazines, programs on radio or television) contained no poverty material at all. Just 13 percent of the newspaper editions sampled lacked poverty material, while 19 percent of the news segments in newspapers devoted 11 percent or more of its items to poverty. Only magazines came near to having as high a proportion of poverty news material, with 14 percent of editions containing items that contributed 11 percent or more of the space devoted to news.

Newspapers and magazines were found to have the same proportion of editions without poverty material in features, while television had a higher proportion than both without any poverty material. All three media types had similar proportions of editions with 11 percent or more of feature space containing poverty material. With regard to columns, about three-quarters of the editions of newspapers and magazines were without poverty items, with the proportion for radio being somewhat higher.

The percentage of poverty material in editorials and letters-to-the-editor is presented only for newspapers and magazines. Magazines had a higher proportion of editions in which editorials did not deal with poverty and a smaller proportion in which 11 percent or more of the editorial space dealt with poverty. A similar pattern is found for letters-to-the-editor.

On an overall basis, therefore, it seems that newspapers generally contained more items about poverty than the other media. This says nothing, of course about the nature or the relative impact of the material contained in each of the media types.

A Look at the Poverty Material

The poverty items themselves were categorized first in terms of what was judged to be the major emphasis of the particular item, on the basis of the headline or the lead paragraphs. The major catagorization defined four "aspects" of poverty that could be dealt with--causes, extent, solutions, and consequences. A fifth category was later added--"Poverty Organization Personnel"--to cover articles which dealt with such organizations and individuals, rather than with poverty directly. The results are shown in Table III:3. Two-thirds of the items, in all media types, were found to emphasize solutions to poverty. Second in number, but clearly of much less importance, were items dealing with administrative and personnel issues in poverty agencies. Third in frequency were items about the extent (description) of poverty, in either geographic or numberical terms. Magazines contained about half as many items dealing with poverty organizations as the other media types, and about twice as many items describing conditions of poverty.

We will take a closer look at two of the above categories, causes of and solutions to poverty. Both were divided into major subcategories: internal and external. Internal causes or solutions are those that may be said to inhere in the individual, to be the property of poor people, over which they may be thought to have some control or responsibility. External causes or solutions are those that may be thought of as being part of the social structure--factors over which the person has relatively little control.

For all media types, 18.4 percent of references to causes of poverty (an item may have more than one reference to either causes or solutions or other aspects of poverty) were categorized as being internal causes (796/4527 in Table III:4). The proportion for each of the media types was about the same except for magazines, where it rose to 26 percent. As for solutions, the emphasis is even less on refererences to internal solutions--12.2 percent in that category (984/8077 in Table III:5). The proportion was similar for all media types except television, where it rose to 22 percent. Thus, for both causes and solutions, there was a strong emphasis on what have been classified as external factors.

Poverty references relating to internal causes were divided into four subcategories as shown in Table III:4. Just over one-third of all such references had to do with the lack of skills, ambition, ability, or education, and another one-quarter with problems arising from emotional or physical ill-health. In all media types, the same category of references ranked first in frequency. The sharpest difference in ranking occurs among magazines, where references to family size or composition are ranked second in frequency, whereas they are ranked 4th by all other media types. Otherwise differences in rank order are minimal. An inspection of the actual percentages likewise shows little difference between the media types with one exception. Radio had a considerably higher proportion of references in the first ranking category than the other media types.

External causes of poverty were divided into nine subcategories, making the overall picture a little more difficult to grasp. There is almost complete agreement on the ranking of the three most frequent types of references, which constitute 59 percent of all references to solutions of all media types. "Lack of public concern" is ranked considerably lower than average by radio, in which "inadequate health services" is ranked somewhat above average. Otherwise the differences in ranking between the media types appear to be minor.

We turn now to references to solutions for poverty. As shown in Table III:5, among the subcategories, almost one-half the references are to demonstrations, boycotts and similar activities (non-violent extralegal acts) organized by the poor themselves. The rank order of the categories is identical for newspapers and television, while there is some variation in the ordering for radio and magazines. Both radio and television have sharply higher proportions of their refereneces in the highest ranking category than do newspapers and magazines. The references in magazines are more dispersed among the various alternatives.

The pattern is a little different again when we look at references to external solutions. For all media types combined, there is a sharp break between the first ranking subcategory (provision of goods and services) and the next four, all of which have about the same proportion of references. The pattern holds for each of the media types, with essential agreement on the first rank, on ranks two through five, and then on the sixth and seventh rank.

In addition to the categories referred to earlier (Table III:3), poverty items were analyzed in terms of the content of their references to descriptions of poverty and of the poor. The content categories and the distribution of references are shown in Table III:6a. About one-third of all references placed poverty in an urban setting, another two-fifths touched on such characteristics as the importance or magnitude of the problem, or its negative connotations. The rank order of the distribution is similar for each of the media types, with some variation by magazines.

Table III:6b provides us with a picture of some of the attributes of the poor found in the poverty material. Almost three-quarters of the references from all the media types described the poor as black. The proportion was a little higher on radio, a little lower on television. Just over half the references concerning age referred to the poor as young. The proportion is higher for radio, but lower for television and magazines. Finally, almost three quarters of all references with sex designations referred to the poor as male, with the proportion dropping slightly for newspapers and rising on radio. Summing up, the references in the four media types appear to characterize the poor quite generally as black, young, and male.

Media Agents and Their Poverty Material

We have now examined the poverty material for the total sample of newspapers, radio, television, and magazines. In a general way, the differences among the media types were not great. Such an approach, however, can obscure sharper differences among individual newspapers or radio stations, units that have been labelled media agents. Therefore, we will examine each of the media agents within a media type to explore similarities and differences with respect to selected features of the poverty material.

1. Newspapers

Table III:7 shows the relative emphasis in the poverty material from newspapers among the four categories of causes of and solutions to poverty. As noted earlier, the largest proportion of references was to external solutions. This was true for all newspapers, with the proportion being somewhat above average for the local weeklies and the Wall Street Journal and somewhat lower for the New York Post. The second most frequent type of references, with just over one-quarter of the total, was to external causes. The New York Post has a higher proportion of references than the average to external causes which just balances the percentage points it was below the average for external solutions. The local weeklies and the Wall Street Journal, which had an above-average proportion of references to external solutions turn out to have a below-average proportion of references to external causes. The local weeklies contained a below-average proportion of references to internal solutions, while the Wall Street Journal was below average on references to internal causes, the category with the fewest references.

Two rankings of the newspapers are presented in Table III:8. The first system of ranking is based on references to causes and solutions. The relative ranking of the agents is derived from the percentages that references to each of the categories constitute of the number of poverty items for that agent. Thus, in the Afro-American, the references to internal causes were seven percent of the poverty items, giving it a rank of 8, as compared to the Newark News, which ranked first with its references to internal causes constituting 17 percent of its poverty items.

If we establish "high" and "low" categories for each ranking, calling ranks one through five high, and compare rankings on the four main subcategories, the following pattern develops:

1. High on all four rankings
   - Newark News; New York Times.
2. High on three rankings
   - New York Post - internal and external causes; internal solutions.
   - Newark Star-Ledger - internal and external causes; external solutions.

3. High on two rankings
    - Afro-American - external causes; internal solutions.
    - Local weeklies - internal causes; external solutions.
    - New York Daily News - internal causes; internal solutions.

4. High on one ranking
    - New Brunswick Home News - external solutions.

5. High on none of the rankings
    - Wall Street Journal.

This patterning suggests that individuals who read particular newspapers, or combinations of newspapers may be expected to be exposed to different relative emphases with regard to these four categories of causes and solutions. One of the questions to be pursued later, of course, is whether there is any relationship between this exposure and individual attitudes.

The second system of ranking, multiplicity of references, is based on the fact, noted earlier, that a given poverty item may have several poverty references. That is, within the item, there may be references to more than one of the major content categories which are being used for analysis. Using references only to solutions for poverty (the category with most references), a mean was obtained consisting of the number of references per poverty item. The mean and the rank based on that mean are shown for each newspaper in Table III:8. The Newark News ranked first in multiplicity of such references, what might be called the "richness" of the material, whereas the local weeklies ranked ninth. This suggests that readers of the former paper are likely to be exposed to more alternative solutions for poverty within each item than are readers of the latter.

2. Radio

The relative frequency of poverty references to causes of and solutions to poverty found in the sampling of radio output is shown in Table III:9. Just under two-thirds of all references were to external solutions. The proportion rose as high as 86 percent for WMCA and 78 percent for WINS, but this deviation from the average is of minor significance since both stations had few references in the relevant categories. Both WVNJ and WABC had the lowest proportion of external solution references, 50 percent, but this figure is meaningful only for WABC, since WVNJ had only four poverty items in the sample. As was true for newspapers, the second largest category is external cause references, with less than one-fifth of the total. WPAT came 10 percentage points below the average, while WJRZ was 10 percentage points above it. Three radio stations, WNEW, WPAT and WVNJ were 10 percentage points or more above the average for internal solutions, but again, the WVNJ figure is not reliable because of the small number of items represented. The pattern that emerges is that of a relatively small number of poverty references for radio as a whole, distributed among a relatively large number of stations, so that large percentage differences, where they occur, may not be too meaningful because of the small numbers involved.

The rankings of the thirteen radio stations on references to internal and external causes and solutions as a proportion of total poverty items are shown in Table III:10. Taking ranks one through seven as high, and comparing the four rankings as was done for newspapers, the following patterns emerge:

1. High on all four rankings
   - WNJR.
2. High on three rankings
   - WCBS, WNBC - internal causes; internal and external solutions.
   - WCTC - internal and external causes; external solutions.
3. High on two rankings
   - WABC, WPAT - internal causes; internal solutions.
   - WJRZ - internal and external causes.
   - WOR, WQXR - external causes; external solutions.
   - WVNJ - external causes; internal solutions.
4. High on one ranking
   - WINS - external solutions.
   - WNEW - internal solutions.
5. High on none of the rankings
   - WMCA.

Several comments appear appropriate. The one station that has a high proportion of references per poverty item in all categories in WNJR, which is oriented to the black audience in that area. Given the overall emphasis in radio, three of the stations may be seen as deviating in interesting ways. Thus WABC and WPAT score high on internal causes and internal solutions, the categories with the fewest references among causes and solutions. WJRZ, on the other hand, scores high on internal and external causes, with 34 percent of its references in these categories as compared with 23 percent for all of radio. Thus, once again, as with newspapers, it can be seen that audiences for different stations or combinations of stations may be exposed to quite different emphases.

Turning to the second set of rankings in Table III:10, multiplicity of references, we find that WVNJ, a station with only four poverty items in all the time sampled, has the highest mean for multiplicity, while WINS with only ten items has the lowest. Because of the relatively few items for three of the stations, WINS, WMCA and WVNJ, their ranking might best be ignored when stations are being compared for poverty content.

3. Television

As can be seen from Table III:11, the pattern of references to causes of and solutions to poverty for television as a whole is similar to that for the other media types, except that the proportion of external solution references, 45 percent, is not as high as in the other cases. There are, instead, more references in the two categories external causes and internal solutions. Channel 9 shows the greatest variation above the average, while also showing the greatest variation below the average in the category of external causes. Channel 13 shows the lowest proportion in the major category, making up for it in the category of internal causes.

In Table III:12 we have the two sets of rankings already discussed for the other media agents. Dichotomizing the rankings (ranks one through four being considered "high") and combining we get the pattern described below:

1. High on all four rankings
   - Channel 13.
2. High on three rankings
   - Channel 2 - internal causes; external causes; external solutions.
3. High on two rankings
   - Channel 4 - internal causes; internal solutions.
   - Channel 5 - external causes; internal solutions.
   - Channel 7 - external causes; external solutions.
   - Channel 9 - internal causes; external solutions.
4. High on one ranking
   - Channel 11 - internal solutions.

In this instance, there are no channels that are low on all four rankings. It may be recalled that Channel 13, which is high on all rankings, is an educational channel. Among the four channels that are high on two rankings, we find four different patterns emerging, while Channel 11 is high on internal solutions, the category with the least frequent total references.

Looking again at Table III:12, we note that Channel 13 also ranks 1st in multiplicity of references to solutions per poverty item, with a mean almost twice that of the second ranking channel. In general, television tends to show relatively higher means representing multiplicity of content than newspapers or radio, indicating perhaps that this media type has a higher potential for influence for a given item.

4. Magazines

Just under one-half the references to causes and solutions in magazines (Table III:13) are found in the category with most references, external solutions. Two magazines, U.S. News & World Report, with 73 percent, and Newsweek, with 69 percent, have proportions substantially above the average. By contrast, Look and the Saturday Review of Literature have just one-quarter of their references in this category. Just over one-quarter of all references are in the category with the second largest frequency, external causes. Here, Look, with 48 percent and the Saturday Review, with 40 percent show the largest proportions above the average for this category.

Internal causes, which in the other media types was the smallest category, ranks third among magazines, though by a minimal amount. The Saturday Review, with 30 percent and Good Housekeeping, with 26 percent of their references here show the major deviations from the average pattern.

Table III:14 gives us again the two patterns of rankings, this time for magazines. Using ranks one through seven to represent a high proportion of references to causes of and solutions to poverty among poverty items, and combining the rankings, we find the following:

1. High on all four rankings
   - Ebony, Ladies' Home Journal, Life.
2. High on three rankings
   - McCall's - external causes; internal solutions; external solutions.
3. High on two rankings
   - Business Week, Time - internal solutions; external solutions.
   - Look, Saturday Evening Post, Saturday Review - internal causes; external causes.

4. High on one ranking
   - Good Housekeeping - internal causes.
   - Newsweek - external solutions.
   - Reader's Digest - internal solutions.

5. High on none of the rankings
   - U.S. News & World Report.

It may not be surprising to find Ebony ranking high on all four ratings since it is aimed at a black audience and hence might be expected to contain larger numbers of references to causes and solutions of poverty. But it does seem to be in strange company with Ladies' Home Journal. On the other hand, the latter magazine had a total of four poverty items, so percentages in this case are relatively meaningless. U.S. News & World Report with by far the most references ranked high on none of the rankings.

It might be relevant to compare the results for various types of magazines. Life and Look are quite similar in format and appeal yet Life ranked high in all four categories, whereas Look ranked high only with regard to internal and external solutions. Business Week, Time and U.S. News & World Report are all weekly news magazines, though aimed at different audiences. Time and Business Week are high in the same two categories (internal and external solutions), and U.S. News & World Report, as indicated earlier, is low on all four rankings. Of the four ladies or family magazines, the Ladies' Home Journal is high on all four, McCall's is high on three, Saturday Evening Post is high on two, and Good Housekeeping is high on one of the rankings. Thus, putting the magazines into these functional categories demonstrates that, for the most part, there are interesting differences among them.

We can approach the issue of multiplicity of references in the same way, that is, using categories into which most of the magazines fit, to see how this might relate to the ranking. The results are indicated below:

Picture magazines: Life 1; Ebony 2; Look 6.

News magazines: Business Week 4; Time 8; U.S. News & World Report 12; Newsweek 13.

Ladies' magazines: McCall's 3; Good Housekeeping 7; Ladies' Home Journal 9; Saturday Evening Post 11.

Other: Saturday Review 5; Reader's Digest 10.

One might conclude that picture magazines tend to be high on our measure of "richness," while news and women's magazines range considerably in ranking, with women's magazines perhaps having a slight edge.

A Comparison of Linked Media Agents

Though this was not intended when the sample was drawn, it is possible to compare the results for agents of different media types that are owned in common. Using the collapsed dichotomous rankings discussed earlier, the results are shown in Table III:15 for relevant newspapers, radio stations, and television channels. Two groupings, WNBC-Channel 4 and the New York Daily News-Channel 11, each show the closest fit, with just one discrepancy. WCBS-Channel 2 shows two discrepancies, while the New York Times-WQXR shows three. WABC-Channel 7 shows disparate ratings in all areas except multiplicity, where they both scored low as compared to the other relevant media agents and WOR and Channel 9 were similar only in their content about external solutions for poverty.

Table III-1

Percent Distribution of Poverty Items in the Media by Month,[1] by Day of the Week,[2] and by Segment

		Media Type			
	Total	Newspapers	Radio	Television	Magazines
By Month					
(Bases)	(4853)	(3610)	(449)	(373)	(421)
December	10	12	--	1	15
January	13	14	15	6	16
February	14	13	14	17	16
March	19	19	12	21	18
April	21	20	21	26	16
May	23	22	38	29	19
	100	100	100	100	100
By Day					
(Bases)	(4423)	(3610)	(440)	(373)	
Sunday	24	28	--	7	
Monday	10	9	16	20	
Tuesday	13	12	18	17	
Wednesday	13	11	17	19	
Thursday	13	12	20	17	
Friday	14	14	15	13	
Saturday	13	14	14	7	
	100	100	100	100	
By Segment					
(Bases)	(4853)	(3605)	(449)	(373)	(421)
News	71	72	96	87	26
Features	12	10	*	13	41
Editorials	5	6	--	--	7
Columns	7	7	4	--	15
Letters	5	5	--	--	11
	100	100	100	100	100

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[1] In December, radio was not covered at all, and television was not sampled for news.

[2] Only the local radio station was sampled on Sunday; magazines were not coded for a specific day of the week.

* Less than .5%.

Table III-2

Media Types and Information Segments by Percent of Editions[1] and Percent Space or Time with Poverty Material

Segments:		Media Type			
	Total	Newspapers	Radio[2]	Television[3]	Magazines
News					
(Bases)	(2752)	(670)	(1419)	(558)	(105)
	(33 agents)[4]	(9 agents)	(13 agents)	(7 agents)	(4 agents)
None	55	13	72	62	38
1 to 10%	35	68	22	29	48
11% or more	10	19	6	9	14
	100	100	100	100	100
Features					
(Bases)	(885)	(552)		(122)	(211)
	(29 agents)	(9 agents)		(7 agents)	(13 agents)
None	63	60		76	62
1 to 10%	11	12		2	14
11% or more	26	28		22	24
	100	100		100	100
Columns					
(Bases)	(894)	(659)	(60)		(175)
	(23 agents)	(9 agents)	(3 agents)		(11 agents)
None	75	74	83		77
1 to 10%	10	11	5		7
11% or more	15	15	12		16
	100	100	100		100
Editorials					
(Bases)	(796)	(645)			(151)
	(17 agents)	(9 agents)			(8 agents)
None	72	70			81
1 to 10%	1	1			--
11% or more	27	29			19
	100	100			100
Letters					
(Bases)	(713)	(540)			(173)
	(19 agents)	(9 agents)			(10 agents)
None	76	73			85
1 to 10%	6	5			9
11% or more	18	22			6
	100	100			100

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[1] By "edition" is meant an issue of a newspaper or magazine or a program on radio or television.

[2] Only one feature was sampled on radio; no editorials contained poverty material; there were no letters to the editor.

[3] There were no editorials or letters to the editor.

[4] This is the number of media agents, e.g. newspapers, radio stations, that contributed to the figures for any particular category.

Table III-3

Percent Distribution of Poverty Items in the Media, by Primary Reference

Primary Reference:	Total	Media Type			
		Newspapers	Radio	Television	Magazines
(Bases)	(4853)	(3610)	(449)	(373)	(421)
Causes	3	4	*	3	5
Solutions	66	66	66	64	66
Extent	8	8	6	7	13
Consequences	5	5	3	4	6
Poverty organization personnel	12	12	15	13	6
Miscellaneous	6	5	10	9	4
	100	100	100	100	100

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* Less than .5%.

Table III-4

Rank Order and Percent Distribution of Poverty References in the Media to Internal and External Causes of Poverty

			Media Type							
Causes:	Total		Newspapers		Radio		Television		Magazines	
Internal (Bases)	(796)		(567)		(33)		(66)		(130)	
	Rank		Rank		Rank		Rank		Rank	
Lack of skills/ability/education	1	37	1	35	1	55	1	39	1	42
Emotional/physical health	2	25	2	28	2.5	18	3	21	3	19
Lack of motivation/ambition	3	21	3	21	2.5	18	2	26	4	18
Structure/size of family	4	17	4	16	4	9	4	14	2	21
		100		100		100		100		100
External (Bases)	(3531)		(2653)		(142)		(374)		(362)	
	Rank		Rank		Rank		Rank		Rank	
Lack of government concern	1	25	1	25	1	30	1	31	3	15
Prejudice/discrimination	2	19	2	20	3	15	2	16	1	21
Industry doesn't provide jobs	3	15	3	11	2	17	3	11	2	17
Lack of public concern	4	10	4	10	8.5	3	5	9	4	12
Educational system doesn't provide good education	5.5	8	5.5	9	5.5	8	7	8	5.5	9
Good housing not available	5.5	8	5.5	9	4	11	5	9	8	5
Other issues have priority	7	7	7	7	8.5	3	5	9	5.5	9
Welfare system weakens family/perpetuates poverty	8	5	8	6	7	6	8	4	7	8
Inadequate health services	9	4	9	3	5.5	8	9	3	9	4
		100		100		100		100		100

Table III-5

Rank Order and Percent Distribution of Poverty References in the Media to External and Internal Solutions to Poverty

Solutions:			Media Type							
Internal	Total		Newspapers		Radio		Television		Magazines	
(Bases)	(984)		(645)		(83)		(159)		(97)	
	Rank		Rank		Rank		Rank		Rank	
Self-organization for non-violent extra-legal acts	1	48	1	45	1	74	1	62	2	26
Self-organization for goods and services	2	23	2	25	2	16	2	15	1	31
Organization to use existing power structure	3	13	3	14	5	1	3	13	4	12
Self-initiated educational programs	4	11	4	11	3	7	4	7	3	21
Organization for violence	5	5	5	5	4	2	5	3	5	10
		100		100		100		100		100
External										
(Bases)	(7093)		(5352)		(526)		(565)		(650)	
	Rank		Rank		Rank		Rank		Rank	
Provide goods or services	1	40	1	40	1	37	1	36	1	39
Spend more money	2	14	3	13	2	28	2	23	5	8
Teach the poor to conform	3	13	3	13	4	9	5	10	2	19
Provide money directly	4	13	5	12	3	14	3.5	12	3	17
Reduce discrimination	5	12	3	13	5	8	3.5	12	4	13
Give political power to poor	6	5	6	5	6.5	1	6	4	6	4
Control/suppress the poor	7	2	7	2	6.5	1	7	3	7	1
		100		100		100		100		100

Table III-6a

Rank Order and Percent Distribution of References to Descriptions of Poverty in the Media

Descriptions of Poverty:	Total		Media Type							
	Total		Newspapers		Radio		Television		Magazines	
(Bases)	(1471)		(975)		(103)		(156)		(226)	
	Rank		Rank		Rank		Rank		Rank	
Urban/ghetto/ slum problem	1	32	1	27	1	49	1	54	1	36
Important/major problem	2	21	3	23	2	18	2	15	2.5	18
Bad/inhuman	3	20	2	24	4	11	3	12	4	10
Extensive/ widespread	4	11	4	13	3	13	4.5	6	5	7
Rural or both urban and rural	5	7	5	5	6	3	4.5	6	2.5	18
Can be eliminated	6	5	6	4	5	5	6	4	6	6
Complex	7	4	7	4	7	1	7	3	7	5
		100		100		100		100		100

Table III-6b

Percent Distribution of References to Descriptions of the Poor in the Media

Descriptions of the Poor:		Media Type			
Ethnicity	Total	Newspapers	Radio	Television	Magazines
(Bases)	(1568)	(1198)	(86)	(113)	(171)
Black	73	72	81	68	79
Mixed	27	28	19	32	21
	100	100	100	100	100
Age					
(Bases)	(1027)	(831)	(58)	(51)	(87)
Young	52	52	62	45	43
Adult	19	19	16	24	18
Other	29	29	22	31	39
	100	100	100	100	100
Sex					
(Bases)	(145)	(96)	(22)	(11)	(16)
Male	72	69	87	73	75
Female	28	31	13	27	25
	100	100	100	100	100

Table III-7

Newspapers by Percent Distribution of References to Causes of and Solutions to Poverty

(Bases)	Total (5424)	Afro-American (380)	Local[1] Weeklies (67)	New Brunswick Home News (613)	Newark News (1242)	Newark Star Ledger (711)	New York Daily News (490)	New York Post (565)	New York Times (1240)	Wall Street Journal (116)
Causes										
Internal	7	5	8	6	10	7	8	6	7	4
External	27	32	16	22	24	26	24	37	28	19
Solutions										
Internal	10	11	3	6	10	8	11	11	12	7
External	56	52	73	66	56	59	57	46	53	70
	100	100	100	100	100	100	100	100	100	100

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[1] Because of the small number of poverty references in the two papers, the Franklin News-Record and the Highland Park Recorder are combined.

Table III-8

Rank Order and Distribution of Causes of and Solutions to Poverty by Percentage of References for Total Items; Rank Order and Mean of Multiplicity of References to Solutions by Newspapers

	Causes				Solutions				Multiplicity of References	
	Internal		External		Internal		External			
Newspapers:	Rank	%	Rank	%	Rank	%	Rank	%	Rank	Mean
Afro-American (Base=254)	8	7	2	48	3	17	7	77	5	1.95
Local Weeklies (Base=51)	4.5	10	8.5	22	9	4	1	96	9	1.54
New Brunswick Home News (Base=482)	7	8	7	27	7	8	5	84	6	1.87
Newark News (Base=761)	1	17	4.5	39	4	17	2	90	1	2.47
Newark Star Ledger (Base=473)	4.5	10	4.5	39	6	13	3	88	3	2.23
New York Daily News (Base=371)	4.5	10	6	32	5	15	8	75	7	1.76
New York Post (Base=329)	4.5	10	1	63	1	20	6	78	4	2.18
New York Times (Base=770)	2	12	3	45	2	19	4	85	2	2.25
Wall Street Journal (Base=119)	9	4	8.5	18	8	7	9	68	8	1.65

Table III-9

Radio Stations by Percent Distribution of References to Causes of and Solutions to Poverty

(Bases)	Total (526)	WABC (44)	WCBS (77)	WINS (9)	WJRZ (18)	WCTC (88)	WMCA (7)	WNBC (66)	WNEW (25)	WNJR (44)	WOR (47)	WPAT (39)	WQXR (58)	WVNJ (4)
Causes														
Internal	5	16	8	0	6	6	0	5	0	2	0	5	2	0
External	18	14	17	22	28	19	14	17	12	18	23	8	21	25
Solutions														
Internal	15	20	15	0	11	7	0	18	28	21	9	31	10	25
External	62	50	60	78	55	68	86	60	60	59	68	56	67	50
	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Table III-10

Rank Order and Distribution of Causes of and Solutions to Poverty by Percentage of References for Total Items; Rank Order and Mean of Multiplicity of References to Solutions by Radio Stations

Radio Stations:	Causes				Solutions				Multiplicity of References	
	Internal		External		Internal		External			
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	Mean
WABC (Base=37)	1	19	10	16	5	24	11	59	11	1.39
WCBS (Base=61)	2	10	7.5	21	7	20	5	75	5	2.00
WCTC (Base=70)	3	7	5	24	11	9	1	86	6	1.95
WJRZ (Base=16)	4.5	6	1	31	8.5	13	8.5	63	4	2.08
WNBC (Base=51)	4.5	6	7.5	22	6	24	3	78	3	2.11
WPAT (Base=41)	6	5	13	7	1.5	29	12	54	8.5	1.63
WNJR (Base=34)	7	3	6	23	3	26	4	76	7	1.93
WQXR (Base=48)	8	2	3	25	8.5	12	2	81	8.5	1.63
WVNJ (Base=4)	11	0	3	25	4	25	13	50	1	2.67
WINS (Base=10)	11	0	9	20	12.5	0	7	70	13	1.14
WNEW (Base=24)	11	0	11	13	1.5	29	8.5	62	10	1.45
WMCA (Base=10)	11	0	12	10	12.5	0	10	60	12	1.33
WPAT (Base=41)	6	5	13	7	1.5	29	12	54	8.5	1.63

Table III-11

Television Channels by Percent Distribution of References to Causes and Solutions to Poverty

	Total	Channel 2 CBS	Channel 4 NBC	Channel 7 ABC	Channel 5 WNEW	Channel 9 WOR	Channel 11 WPIX	Channel 13 NET
(Bases)	(648)	(128)	(46)	(109)	(120)	(74)	(43)	(128)
Causes								
Internal	6	7	13	3	0	4	2	14
External	28	29	26	34	31	16	23	29
Solutions								
Internal	21	16	22	15	25	24	23	22
External	45	48	39	48	44	56	51	35
	100	100	100	100	100	100	100	100

Table III-12

Rank Order and Distribution of Causes of and Solutions to Poverty by Percentage of References for Total Items; Rank Order and Mean of Multiplicity of References to Solutions by Television Channels

Television Channels:	Causes				Solutions				Multiplicity of References	
	Internal		External		Internal		External			
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	Mean
Channel 13/NET (Base=76)	1	38	1	79	1	62	1	94	1	4.32
Channel 4/NBC (Base=26)	2	23	5	46	3	38	6.5	69	4	2.13
Channel 2/CBS (Base=76)	3	12	3.5	49	6	26	3	82	2	2.39
Channel 9/WOR (Base=55)	4	6	7	21	5	33	4	75	6	1.88
Channel 7/ABC (Base=63)	5	5	2	59	7	25	2	84	5	2.05
Channel 11/WPIX (Base=30)	6	3	6	33	4	32	5	73	7	1.83
Channel 5/WNEW (Base=76)	7	0	3.5	49	2	39	6.5	70	3	2.29

Table III-13

Magazines by Percent Distribution of References to Causes of and Solutions to Poverty

	Total	Ebony	Good House-keeping	Ladies Home Journal	McCall's	U.S. News & World Report	Newsweek
(Bases)	(1662)	(89)	(23)	(13)	(33)	(114)	(36)
Causes							
Internal	13	11	26	23	9	10	3
External	27	34	13	31	30	15	22
Solutions							
Internal	11	22	9	15	12	3	6
External	49	33	52	31	49	72	69
	100	100	100	100	100	100	100

(Table III-13, cont.)

	Life	Time	Look	Reader's Digest	Saturday Evening Post	Business Week	Satur-day Review
(Bases)	(48)	(61)	(19)	(23)	(11)	(159)	(33)
Causes							
Internal	17	13	21	13	19	9	30
External	33	23	48	31	36	29	40
Solutions							
Internal	17	16	5	13	9	9	6
External	33	48	26	43	36	53	24
	100	100	100	100	100	100	100

Table III-14

Rank Order and Distribution of Causes of and Solutions to Poverty by Percentage of References for Total Items; Rank Order and Mean of Multiplicity of References to Solutions by Magazines

Magazines:	Causes				Solutions				Multiplicity of References	
	Internal		External		Internal		External			
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	Mean
Ladies Home Journal (Base=4)	1	75	1	100	2	50	1	100	9	2.00
Saturday Review (Base=18)	2	56	5	72	9	11	13	44	5	2.44
Life (Base=18)	3	44	2	89	3	44	4	89	1	3.65
Look (Base=11)	4	36	3	82	11	9	12	45	6	2.40
Saturday Evening Post (Base=6)	5	33	6	67	8	17	9.5	67	11	1.80
Good Housekeeping (Base=19)	6	32	12	16	10	11	11	63	7	2.17
Ebony (Base=38)	7	26	4	79	1	53	6.5	76	2	3.44
Time (Base=38)	8	21	10	37	4	26	6.5	76	8	2.06
Reader's Digest (Base=15)	9	20	9	47	6	20	9.5	67	10	1.92
McCall's (Base=17)	10	18	7	59	5	24	2.5	94	3	3.18
Business Week (Base=88)	11	17	8	52	7	17	2.5	94	4	3.04
U.S. News and World Report (Base=117)	12	9	13	15	13	3	8	71	12	1.75
Newsweek (Base=32)	13	3	11	25	12	6	5	78	13	1.54

Table III-15

A Comparison of Rankings on Causes, Solutions and Multiplicity of References for Selected Media Agents

	Causes		Solutions		Multiplicity of
Media Agents:	Internal	External	Internal	External	References
WCBS radio	Hi	Lo	Hi	Hi	Hi
Channel 2/CBS	Hi	Hi	Lo	Hi	Hi
WNBC radio	Hi	Lo	Hi	Hi	Hi
Channel 4/NBC	Hi	Lo	Hi	Lo	Hi
WABC radio	Hi	Lo	Hi	Lo	Lo
Channel 7/ABC	Lo	Hi	Lo	Hi	Lo
WOR radio	Lo	Hi	Lo	Hi	Hi
Channel 9/WOR	Hi	Lo	Lo	Hi	Lo
New York Times	Hi	Hi	Hi	Hi	Hi
WQXR radio	Lo	Hi	Lo	Hi	Lo
New York Daily News	Hi	Lo	Hi	Lo	Lo
Channel 11/WPIX	Lo	Lo	Hi	Lo	Lo

Chapter IV

THE ORGANIZATION SAMPLE: METHODOLOGY

The original design of the research called for a special sample to be drawn, using lists of special interest clubs, business firms, and major community organizaions concerned with issues of race and poverty. This was done, though the procedure for obtaining the sample was slightly different from that originally envisioned.

All private and public organizations located within the city of New Brunswick and the three contiguous political jurisdictions (Highland Park, Franklin Township and North Brunswick) were taken as the universe. The New Brunswick City Directory contains a Classified Business Directory that lists all retail stores, manufacturing concerns, services, public agencies, clubs and associations, churches and other organizations with a definable membership and listed address. This list was taken as the universe, with some exceptions.[1] Eighteen categories were excluded:

> apartment houses; office and public buildings; bus stations; cemeteries; clergymen; convents; dentists; chiropractors; fraternity and sorority houses; insurance agents; lawyers; nurses; optometrists; physicians and surgeons; podiatrists; psychologists; railroad passenger stations; veterinarians.

Apartment houses, office and public buildings; bus and railroad passenger stations, and cemeteries were left out because they connote structures rather than on-going operations. For example, the category "bus stations" indicates a location. The operating element that is located at the bus station is a particular bus company, which is eligible for inclusion under another category.

Professional persons were excluded from the universe of organizations because they are occupational groups and not organizations in the sense intended for this study. Lawyers, dentists, clergymen, etc. were eligible for selection in the household sample if they resided in New Brunswick proper. (The geographic limits of the organization sample were set broader than those for the household sample because there are a variety of services located outside of the city limits available to residents of the city.)

Fraternity and sorority houses were eliminated because, as residential dwelling units, they were included under one of the supplementary categories of the household survey.

Finally, in describing the universe, it should be noted that the basic sample was supplemented with a selected group of organizations whose size suggested their possible relevance to the flow of information, or whose functions would seem to involve them with poverty and related matters.

Drawing the Basic Sample

The basic sample was created by systematic selection from the universe of organizations listed in the Directory. A systematic or proportional sample involves 1) estimating or counting the number of units in the universe; 2) determining the size of the sample desired; 3) dividing the total number of units in the universe by the desired sample size to ascertain a "sampling interval"--that is, one unit for every X number listed; and 4) selecting every nth unit after a random starting point is established. The sampling interval used in this case was 14, so that every 15th unit that appeared in the universe was selected as a sample unit. A total of 163 organizations were selected in this manner.

When replacements were necessary because of the refusal of a person contacted as a representative of the organization to be interviewed, or because the organization no longer existed or could not be located, the replacements were made by selecting the next-listed organization in the Directory. When a replacement organization itself had to be replaced, the same procedure was used. A maximum of two replacements were made for each original organization for whom a respondent could not be obtained. At least one replacement was made in every case where such a procedure was necessary.

Selecting the Supplementary Sample

As was mentioned earlier, the systematic sample was supplemented with a specially selected group of organizations. Included in this group were: 1) two public utility organizations, because of the number of their employees and their potential for dispensing information in the community; 2) the five largest employers in the area, as well as the five largest retail outlets, again because of their relative potential for reaching large numbers of people; and 3) organizations whose functions and/or purposes touched on poverty and related matters.

The group of "poverty-oriented" organizations numbered 35. In Table IV:1 are shown the general type of organization selected, the number of that type selected, and a brief description of the organizations included in each of the categories. The list is not, of course, exhaustive. It does, however, include the major organizations and agencies within the study area that could be involved in some direct way either with poor people or with conditions that are faced by the poor. Some organizations with similar characteristics may previously have been eligible for the basic sample.

It was not possible to replace the types of organizations selected in this judgment sample. The need to do so, however, proved to be minimal. Two of the largest retail firms declined to participate in the study. Among the 35 "poverty-oriented" organizations, just one refused to cooperate, and one was found to no longer be in existence.

Conducting the Interviews

A basic principle was established that the operating head of the organization (owner, manager, director, executive secretary, for example) would be interviewed on behalf of the organization concerning its information inputs and outputs. If this person refused to be interviewed or was unavailable, permission was requested to interview the next in command. All the questions dealing with attitudes, opinions and knowledge of information sources were directed to the operating head or his designated representative. Questions concerning what information the organization might disseminate to the community were considered factual in nature and thus, other persons could and often were brought in to supply needed data.

Organizations with a listed telephone number were called by the field director or his assistant. They asked to speak to the operating head of the organization. (In most cases the name of this person had been determined by a cross reference in the City Directory's Alphabetical Listing.) The nature of the study was explained to the individual, his cooperation requested and an appointment made for one of the members of the interviewing staff. In some circumstances, organizations were approached by mail or in person.

The interviewing staff consisted of three women and two men. Other members of the research team were used on those occasions when the number of appointments exceeded the number of regular interviewers available.

Following a pre-test of the questionnaire, the interviewing took place from mid-May through mid-September of 1968, with the largest majority of the interviews being conducted during May and June. Interviews lasted about one hour. When an organization had no information output or was found to have no programs dealing with poverty or related matters, the time required dropped to about 40 minutes. In some of the large, social service agencies, upward of two and one-half hours were necessary to obtain all the asked-for information. In some instances, it was necessary to make a second call on the organization to obtain additonal information not available at the first meeting or when an interview had to be terminated because of time pressure. Efforts were made to collect examples of organizational output where there was some, either at the time of the interview, or subsequently by mail.

Disposition of the Sample

The sample as originally chosen, consisted of 210 organizations distributed among the five categories of "samples" as follows:

Systematic	163
Retail Stores	5
Large Employers	5
Public Utilities	2
Poverty-oriented	35

To this total must be added the replacement organizations that were selected when refusals, out-of-business, and other conditions did not allow a completed interview to take place. For the systematic sample, 109 replacements were necessary. As indicated in Table IV:2, within the systematic sample, the refusal rate was 32 percent, and 10 percent of the organizations were either out of operation or could not be located.

Of the completed interviews, three-quarters came from the systematic sample, though just over four-fifths of all organizations were in this category. Of the 106 interviews not completed in the systematic sample (excluding the three ineligible organizations), 23 percent were among retail or wholesale firms, 21 percent among personal service types of organizations, and 18 percent among contractors. The remainder were scattered among a wide variety of types of organizations.

Footnotes to Chapter IV

1. Polk's New Brunswick (Middlesex County, New Jersey) City Directory: 1967. Boston: R.L. Polk and Company, 1967.

Table IV-1

Categories and Descriptions of Organizations Selected as Poverty Oriented

Type	Number	Description
Welfare	7	City, county, and township welfare departments, Social Security Administration
Race	4	Urban League, CORE, NAACP
Poverty	3	Official agencies operating under funds from the Office of Economic Opportunity
Fund Raising	1	United Fund
Corrections and Legal Assistance	7	Local police departments, Legal Aid Bureau, probation departments
Housing	3	Local housing authorities
Employment	1	Local office of Office of Employment
Education	5	County, city, and township school districts
Health	4	Local health departments
	35	

Table IV-2

Disposition of the Sample

Disposition: (Bases)	Total		Sample Categories				
			Systematic (238)	Retail Stores (5)	Large Employers (5)	Utilities (2)	Poverty Oriented (35)
Completed	172	60%	55%	60%	100%	100%	94%
Not completed							
Refused	80	28	32	40	0	0	3
Not located	25	9	10	0	0	0	3
Ineligible	3	1	1	0	0	0	0
Other	5	2	2	0	0	0	0
	285	100%	100%	100%	100%	100%	100%

Chapter V

THE ORGANIZATION SAMPLE

Basic characteristics of the organizations interviewed for this study are revealed in Table V:1. Just over one-quarter of them were in retail trade, just under one-quarter provided some form of individual service, and another one-fifth provided professional services of various kinds. The remainder of the organizations were about evenly divided among those providing or administering public services and those categorized, for want of a better name, as providing business services.

A little more than a third of the organizations may be considered as small, employing less than two full-time persons, with an equal proportion employing eleven or more full-time persons being considered large, in relative terms. Almost half of the sample provided their services within the study area, and another two-fifths within New Jersey.

All organization spokesmen were asked the question, "What proportion of your resources (both money and personnel) is devoted to programs and activities that are directly and specifically designed to serve the poor?" On the basis of the above question, two-thirds of the sample reported no resources allocated to these ends, one-fifth up to 40 percent, and a little over one-tenth reported 40 percent or more of their resources designed to serve the poor.

The organizations were also classified on the basis of their major purpose or function. The vast majority were thus labelled economic, with government being second in the number included. For subsequent analysis, the six categories have been reduced to four, combining the "family" category, consisting of social welfare organizations, with the government category, and "religious" organizations with "voluntary" ones. We use the term "social institutions" for this typology.

In Table V:2, the above information is reorganized and presented by type of social institution, which will be the organizing principle for the remainder of this chapter. In terms of major services or functions, education, naturally enough, provides primarily public services. By contrast, few economic institutions provide public or professional services. More than half the religious/voluntary institutions have the smallest category of employees, while more than half of government and almost three-quarters of educational institutions have eleven or more employees. Economic institutions are almost evenly divided among all three size categories. Education and government institutions are more likely to be local in scope, and economic institutions least likely to be local. With reference to poverty orientation, four-fifths of the economic institutions report no activities devoted to the poor, more than half of the government institutions report 40 percent or more of their resources devoted to such activities, and more than half of the other two types report at least some such activity.

Some measure of the extent to which organizations in the research area contribute information to the community is revealed in Table V:3. It is quite evident that economic organizations do not engage in such activities to any significant extent. Among all types of organizations, providing information in response to requests, and making personal appearances are the two most frequent forms of information output, though clearly even these are engaged in by only a minority of organizations in the community.

Exposure to Information:

Respondents were asked a series of questions about newspapers, radio, television and so on, in the form: "Do you get any information about poverty from . . .?" The results are shown in Table V:4. The rank order is essentially consistent for all types of social institutions. In all cases, well over half report receiving such information from the four major sources. Bulletins and books both appear to be of some significance to non-economic types of institutions.

Following this series of questions, the respondents were asked to select from a list (or add their own choice) the source they considered the most important. As shown in Table V:5, newspapers were rated 1st by economic and education institutions, but somewhat lower by the others. Personal experience was top-rated by both government and religious/voluntary institutions, with "other people" and "government officials" also being rated high for government. But "other people" were rated at the bottom of the list by both economic and education types. While television was rated 2nd in importance by economic and religious/voluntary institutions, it was put somewhere near the middle by government and at the bottom by education. Thus, there is considerable variation in the kind of source relied upon by each of the institutional types.

To permit further exploration of the relationship between exposure to information, sources and knowledge, some questions of a factual nature were asked. The results are shown in Table V:6. Knowledge of the proportion of families below the poverty line in the United States was quite widespread, less so among economic institutions than others. Economic, as well as religious/voluntary institutions, were relatively more often informed than other types about this proportion for New Brunswick, although all types were less knowledgeable about the local situation. (Answers roughly 15 percent above or below the "real figures" were accepted). It is interesting to note that respondents for government institutions, best informed on all other items, were least well-informed about the New Brunswick proportion. Institutional types differed markedly in their awareness of the existence of a multi-service center, as they did with regard to the name of the overall anti-poverty organization in the New Brunswick area (several variations on the name were accepted as correct). In both instances, economic institutions had the lowest proportion who were informed and government the highest.

Although not part of the above sequence of questions, it seems appropriate to report here the responses to one other question. People were asked to agree or disagree with the statement: "I feel well informed about poverty in the New Brunswick area". As indicated in Table V:6, just more than one-quarter agreed with the statement. Only among respondents from government institutions did a majority report feeling well-informed.

Attitudes About Poverty and the Poor

Earlier in this report, it was indicated that the research plan called for a content analysis of the mass media as a basis for exploring the fit between what is distributed and what is reported as received in the way of poverty infromation, using the term "information" quite broadly. This relationship will be explored intensively later, but here it is relevant to report on some of the findings concerning attitudes and beliefs.

Items were constructed for the organization questionnaire that were designed to be as close to the content and categories derived from the analysis of the media. The general areas included were: causes of and solutions to poverty, and descriptive characteristics of poverty and the poor. In addition, and not based on the media analysis, attempts were made to find out how salient the issue of poverty was to the representatives of the organizations included in the sample. The remainder of this chapter will discuss the findings on these topics.

Causes of Poverty

To find out how respondents felt about causes of poverty that received prominence in the mass media, a series of statements was prepared, and introduced by the interviewers as follows:

> Here are a number of things that some people say are the causes of poverty in the United States. Would you say that ... (read statement) is a PRIMARY CAUSE, PARTIAL CAUSE, or NOT A CAUSE AT ALL of poverty in the United States?

Examples of the statements (see Appendix for the full questionnaire) are:

> The poor don't have enough ambition . . .
> The poor don't have enough intelligence . . .

At the end of this list, respondents were given the opportunity to add additional causes, but few did so.

The proportions endorsing various causes as primary ones are shown in Table V:7. Among internal causes the lack of skills or ability was endorsed almost twice as often as the next three items. For all respondents, as a whole, it seems fairly clear that there are essentially three orders or levels of causes: rank 1, ranks 2 through 4; and ranks 5 through 8. Among all types, lack of skills and ability receives the highest proportion of endorsements. But there are also some sharp differences between types. All types but education put "don't have enough ambition" at the middle of the range; education institutions put it at the bottom. Health problems are ranked low except by government institutions, where they received the second highest proportion of endorsements. Finally, the relative emphasis on the lack of skills and ability, quite sharp overall, is even sharper than average among education and government institutions.

The gradient is not as steep for external causes partially because of the greater number of items. For respondents as a group, just over a third endorse the ease of staying on welfare as a primary cause of poverty, putting it in 1st rank. But this result is a consequence of the opinions of economic institution representatives, since the other three types rank this cause close to the bottom of the range. The indifference of governmental officials is strongly endorsed as a primary cause by educational institutions, almost as strongly by economic and government institutions, but only moderately by religious/voluntary ones. The lack of jobs receives little endorsement as a cause except among educational institutions, where it is put in the middle of the ranking. Poor housing as a cause is strongly endorsed by government and religious/voluntary types, while prejudice and discrimination are ranked high as a primary cause only by religious/voluntary institutions.

Solutions to Poverty

As was the case with causes of poverty, statements were prepared to reflect the kinds of solutions to poverty found in the analysis of the mass media. These were introduced to the respondents in the following manner:

> There are several things that have been suggested as solutions to poverty. Would you AGREE, STRONGLY AGREE, DISAGREE OR STRONGLY DISAGREE that . . . (read statement) is really a solution to poverty?

Some of the statements used were:

> Providing goods and services (like housing, jobs, better education)
>
> The poor organizing for political power (like representation on poverty boards, boards of education)

The phases in paranthesis were included so that interviewers would have available examples if it appeared the respondent was not certain of the intention of the statement. Respondents were invited to add their own solutions, but little of consequence emerged.

Using as the criteria an answer of "strongly agree," there was substantial agreement among all types of social institutions (Table V:8) as to the relative importance of the internal solutions offered. As might be expected, there was virtually no support for riots or civil disturbances. In addition, however, few were willing to "strongly agree" with nominally legal and peaceful activities such as boycotts, demonstrations and marches, as solutions to poverty. Among religious/voluntary institutions, lack of enthusiasm for these solutions (in effect, disagreement with them) resulted in a number of respondents declining to endorse any of them.

The results are more complex when we turn to the external solutions. For total respondents, teaching respect for the law receives the greatest frequency of endorsement. Almost half the respondents for economic institutions agreed strongly with this solution, though clearly the proprotion for other types is lower. There is general agreement on the next two alternatives, providing such things as housing and jobs, or information to increase the utilization of existing facilities, with religious/voluntary types dissenting from the latter. For them, reducing discrimination receives the most frequent endorsement among all alternatives. Requiring limitation on family size ranks 4th for economic institutions but last for all others. There is little support for organization of the poor by the non-poor. And though it has been said that perhaps the quickest way to end poverty is to give the poor enough money to bring them over the ecomomic poverty line, this solution likewise receives a relatively low rating. It might be noted that while support for this solution is low relative to others, its endorsement by non-economic institutions is considerably more frequent than by economic ones, though the number of cases involved is exceedingly small.

Two somewhat paranthetical observations may be made. There is strong support for the call to law and order, though the relationship of teaching respect for the law to the solution of the problem of poverty is somewhat less clear. But this finding, coupled with the strong endorsement by education and religious/voluntary institutions of the reduction of discrimination as a solution suggests a strong identification of poverty with being black. This possibility will be explored below.

Descriptions of Poverty and the Poor

The procedure for eliciting responses to statements describing poverty and poor was different from that described above for causes and solutions. Respondents were handed a card with five squares, numbered one to five. They were read a statement such as, "In your opinion, is poverty very extensive or not at all extensive?" They were instructed to consider square number 1 as "very extensive" and square number 5 as "not at all extensive," and asked to say which square would represent their opinion. The results are shown in Table V:9. The cutting point, that is, whether the first box, or the first two boxes were accepted as an endorsement varied with the overall distribution on the particular statement. In no case were more than the two places on the scale counted as representing endorsement for the results presented here.

It is apparent that all concerned see poverty in essentially the same way. The resultant rank order is quite similar for all types. A majority of respondents of all types of institutions designate poverty as a very serious problem, of personal interest to them, and very complex. About one-quarter of all respondents see poverty as highly visible and extensive, and are hopeful about the situation, with economic institutions being more hopeful than others. A small minority believe that poverty is increasing in terms of numbers of people involved, or think it is an easy problem to solve, with economic and education institutions being somewhat more frequent among those who do think it is very easy to solve.

Turning to characteristics of the poor themselves, almost half the respondents see the poor as primarily urban or black, but this is truer for economic institutions than for all others. Just one-half to one-quarter define them as primarily male, young, good or healthy. Less than one-tenth consider the poor primarily grateful, organized, intelligent or ambitious. Education institutions more frequently than others find them young, government institutions good, and religious/voluntary institutions as intelligent.

The Relative Importance of Social Problems

An effort was made to determine how important people considered the problem of poverty as compared to other, current social problems. In one question, respondents were asked to rate, in terms of importance to themselves, the solving of certain problems in the United States. As can be seen in Table V:10, on an overall basis, poverty was ranked lowest of the four social problems presented. Solving the problem of poverty was rated 1st by quite a margin by education and government respondents, but 4th and tied for third among economic and religious/voluntary institution repsentatives. Economic institutions rated Vietnam first, while religious/voluntary types put the problem of race first. The problem of crime is ranked second by economic and religious/voluntary institutions, ties for second among government institutions, but is ranked at the bottom by education types.

In a second question, respondents were asked which one or two of a series of problems they considered most serious in the New Brunswick area (also Table V:10). This time poverty was ranked a little above the middle by the representatives as a whole. This, however, was the average of two disparate rankings: low by economic but high by the other institutions. A rough comparison of the results on the two questions shows economic institutions consistently low-rating poverty as a problem, education and government consistently high-rating it, and religious/voluntary types endorsing it somewhat more as a problem on the local than on the national level.

Housing and racial problems were put towards the top of the ranking by all types, but crime was rated in the upper half of their ranking by economic and government institutions, towards the bottom by education and religious/voluntary institutions. As the reciprocal, we find education rated near the bottom by economic and government types, but at the middle or above by the other two. Interestingly, the cost of living and high taxes were put at the middle or below of all rankings.

Table V-1

Basic Characteristics of the Organization Sample

Services Offered		
Individual - finance, insurance, and real estate; business and repair; personal; recreation and entertainment	41	24%
Public - administration; police; welfare; health; housing; transportation	24	14
Business - construction; manufacturing; wholesale	26	15
Retail - retail trade	46	27
Professional - religious, legal, educational	35	20
	172	100%
Number of Full-time Employees		
Two or less	64	37%
Three to ten	47	27
Eleven or more	61	36
	172	100%
Geographic Area Served		
New Brunswick area	79	46%
Other New Jersey area	73	42
Outside New Jersey	20	12
	172	100%
Percent of Activities Devoted to Poor		
None	115	67%
1 to 39%	32	19
40% or more	21	12
No information	4	2
	172	100%
Type of Social Institution		
Family	6	3%
Religious	6	3
Education	11	6
Economic	120	71
Government	18	11
Voluntary	11	6
	172	100%

Table V-2

Type of Social Institution, by Basic Characteristics

			Social Institution			
Characteristics:	Total		Economic	Educational	Government	Religious/ Voluntary
(Bases)			(120)	(11)	(24)	(17)
Services Offered						
Individual	41	24%	30%	9%	0%	23%
Public	24	14	3	0	79	6
Business	26	15	21	0	0	6
Retail	46	27	38	0	0	6
Professional	35	20	8	91	21	59
	172	100%	100%	100%	100%	100%
Number of Full-time Employees						
Two or less	64	37	39	19	25	59
Three to ten	47	27	31	18	17	23
Eleven or more	61	36	30	73	58	18
	172	100%	100%	100%	100%	100%
Geographic Area Served						
New Brunswick area	79	46%	35%	82%	75%	53%
Other New Jersey area	73	42	49	18	25	41
Outside New Jersey	20	12	16	0	0	6
	172	100%	100%	100%	100%	100%
Percent Activities Devoted to Poor						
None	115	67%	82%	36%	21%	47%
1 to 39%	32	19	13	55	21	29
40% or more	21	12	3	9	58	18
No information	4	2	2	0	0	6
	172	100%	100%	100%	100%	100%

Table V-3

Type of Social Institution, by Percent Distribution of Those Claiming Forms of Poverty-Related Output

Poverty Related Output:	Total	Social Institution: Economic	Social Institution: Other
(Bases)	(172)	(120)	(52)
Responses to requests for information	17%	4%	46%
Personal appearances	14	3	38
Booklets, brochures, pamphlets	8	0	27
Feature stories	6	2	17
Radio appearances	6	0	19
Newsletters	4	2	10
News releases	2	0	8
Films, videotapes, recordings	2	0	8
Promotional material	1	1	2

Table V-4

Type of Social Institution, by Rank Order and Percent Distribution of Various Mass Media Sources of Poverty Information

Sources: (Bases)	Total (172)		Social Institution							
			Economic (120)		Education (11)		Government (24)		Religious/ Voluntary (17)	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Newspapers	1	92	1	91	2	100	1	92	2	94
Television	2	85	2	83	2	100	2	83	2	94
Magazines	3	72	3	67	2	100	3	71	2	94
Radio	4	65	4	59	4	82	4	67	4	88
Bulletins	5	19	5	12	5	36	5	42	5	35
Books	6	11	6	5	6	27	6	25	6	29

Table V-5

Type of Social Institution, by Rank Order and Percent Distribution of Most Important Source of Information about Poverty

Sources: (Bases)	Total (172)		Social Institution							
			Economic (120)		Education (11)		Government (24)		Religious/ Voluntary (17)	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Newspapers	1	31	1	38	1	36	4.5	12	4.5	12
Television	2	24	2	29	8	0	4.5	12	2	18
Magazines	3.5	10	3	10	2	27	8	4	7.5	6
Other people	3.5	10	4	9	4.5	9	2	17	4.5	12
Personal experience	5	9	6	6	4.5	9	2	17	1	24
Radio	6	6	5	7	4.5	9	9	0	4.5	12
Government official	7	4	8	0	4.5	9	2	17	4.5	12
Material from organizations	8	2	8	0	8	0	6.5	8	7.5	6
Books	9	1	8	0	8	0	6.5	8	9	0

Table V-6

Type of Social Institution by Percent Giving Indication of Knowledge about Some Aspects of Poverty

Indicants of [illegible]owledge: ([illegible]ases)	Total (172)		Social Institution Economic (120)	Education (11)	Government (24)	Religious/ Voluntary (17)
Proportion of U.S. families with income under $3000	123	72%	67%	82%	83%	76%
Proportion of New Brunswick families with income under $3000	98	57	61	45	38	65
Is there a Multi-Service Center?	71	41	31	64	79	47
Name of local anti-poverty organization	70	40	27	64	79	71
Do you feel well-informed about poverty in the New Brunswick area?	48	28	21	27	54	41

Table V-7

Type of Social Institution by Rank Order and Percent Distribution Endorsing ("A Primary Cause") Various Causes of Poverty

Causes:			Social Institution							
Internal (Bases)	Total (172)		Economic (120)		Educational (11)		Government (24)		Religious/ Voluntary (17)	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
The poor lack skills/ability	1	47	1	47	1	55	1	50	1	41
Won't take available jobs	2	24	2	29	4	9	4	12	2	18
Have too big families	3	22	3	27	4	9	4	12	5.5	6
Don't have enough ambition	4	20	4	25	7	0	4	12	3	12
Don't care about education	5	10	5	13	4	9	6.5	0	5.5	6
Have poor emotional/physical health	6	9	7	8	4	9	2	17	5.5	6
Don't have enough intelligence	7	8	6	10	4	9	6.5	0	5.5	6
External	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
How easy it is to stay on welfare	1	36	1	45	7.5	9	7.5	12	7.5	24
Government/politicians don't care enough	2	30	2	28	1.5	55	3	33	5	29
Public doesn't care enough	3	28	3	26	1.5	55	1	46	315	35
Poor housing	4	23	6	16	4.5	18	2	42	1.5	47
Poor educational system	5	20	4.5	18	3.5	27	4.5	29	7.5	24
Prejudice and discrimination	6.5	17	7	10	4.5	18	4.5	29	1.5	47
People care more about Vietnam, etc.	6.5	17	4.5	18	9	0	7.5	12	3.5	35
Not enough jobs	8.5	11	8	8	3.5	27	9	8	7.5	24
Poor health services	8.5	11	9	7	7.5	9	6	25	7.5	24

Table V-8

Type of Social Institution by Rank Order and Percent Distribution Endorsing ("Strongly Agree") Various Solutions to Poverty

Solutions:			Social Institution							
Internal (Bases)	Total (172)		Economic (120)		Educational (11)		Government (24)		Religious/ Voluntary (17)	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
The poor become more independent/self-reliant	1	50	1	55	1	55	2	42	2	24
Learn to use existing facilities and services	2	44	2	45	2	46	1	50	1	29
Organize for political power	3	14	3	11	3	18	3	25	3	18
Boycott/march/demonstrate	4	4	4	5	4.5	0	4	4	4.5	0
Riot/create civil disturbances	5	1	5	1	4.5	0	5	0	4.5	0
External										
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Teach the poor to respect the law	1	44	1	48	3.5	36	4	33	3	35
Provide goods and services (jobs, housing, etc.)	2.5	41	3	35	1.5	55	2	63	2	41
Give information so poor realize importance of using existing facilities	2.5	41	2	37	3.5	36	1	75	5.5	24
Reduce discrimination	4	28	5	17	1.5	55	3	58	1	47
Force poor to limit size of families	5	14	4	18	8	0	8	8	8	6
Give political power to poor	6.5	11	7	5	5	18	5	25	4	29
Organize poor to get more from existing facilities	6.5	11	6	8	6.5	9	6	21	5.5	24
Provide money directly to the poor	8	5	8	1	6.5	9	7	17	7	18

Table V-9

Type of Social Institution by Rank Order and Percent Distribution Endorsing Specified Characteristics of Poverty and the Poor

Characteristics:			Social Institution							
Poverty is...	Total		Economic		Educational		Government		Religious/ Voluntary	
(Bases)	(172)		(120)		(11)		(24)		(17)	
	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
A very serious problem	1	77	1	75	1.5	100	2	79	2	71
Very interesting to you	2	75	2	70	1.5	100	1	83	1	82
Very complex	3	56	3	51	3	73	3	75	3	53
A very hopeful situation	4	24	4	26	6	27	6.5	17	6	24
Highly visible	5	23	5	18	4	46	4.5	33	5	35
Extensive	6	22	6	15	5	36	4.5	33	4	47
Increasing in number greatly	7	11	8	10	8	9	6.5	17	7	6
Very easy to solve	8	10	7	11	7	18	8	8	8	0

The poor are primarily...

	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Urban	1	46	1	51	2.5	36	2	33	2	35
Negro	2	45	2	48	2.5	36	3	25	1	53
Male	3	24	3	26	3	27	6	12	3	29
Young	4	22	5.5	19	1	46	4	21	4.5	24
Good	5	21	5.5	19	5	18	1	37	7	12
Healthy	6	19	4	22	5	18	9	4	4.5	24
Grateful	7	9	8	8	8	9	5	17	8.5	6
Organized	8	7	7	9	10	0	9	4	10	0
Intelligent	9	6	9	4	8	9	7	8	6	18
Ambitious	10	3	10	2	5	18	9	4	8.5	6

Table V-10

Type of Social Institution by Rank Order and Percent Distribution of Ratings of the Relative Importance of Certain Social Problems in the United States and the New Brunswick Area

Problems:	Total		Social Institution Economic		Educational		Government		Religious/ Voluntary	
(Bases)	(172)		(120)		(11)		(24)		(17)	
In the United States	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Vietnam	1	37	1	47	3	18	4	12	3.5	12
Crime in the cities	2	22	2	23	4	9	2.5	21	2	29
Race	3	20	3	17	2	27	2.5	21	1	41
Poverty	4	16	4	9	1	46	1	42	3.5	12
In the New Brunswick area	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%
Housing	1	37	2	29	3.5	46	1	54	1	59
Race	2	29	3	28	1.5	55	3.5	25	2.5	24
Drug addiction	3	26	1	32	6	9	8.5	8	4.5	18
Poverty	4	23	7.5	17	1.5	55	2	37	2.5	24
Crime	5	22	4	25	9	0	3.5	25	7.5	12
Juvenile delinquency	6	18	5	21	9	0	6	17	7.5	12
Cost of living	7	17	6	19	6	9	5	21	10	0
High Taxes	8	15	7.5	17	6	9	8.5	8	7.5	12
Education	9	14	10	12	3.5	46	8.5	8	4.5	18
Unemployment	10	11	9	13	9	0	8.5	8	7.5	12

Chapter VI

THE HOUSEHOLD SAMPLE: METHODOLOGY

The household sample was the third major source of data for this study. This chapter consists of a description and analysis of the methods used to select a sample of New Brunswick households. The following topics are examined: 1) how the universe of households was selected; 2) procedures for drawing a sample from the universe; 3) how the respondents were selected from the sample of households; 4) how the interviews were conducted, and by whom; 5) the disposition of the sampled households; and 6) a comparison of those interviewed with those who refused to be interviewed.

The Universe

The site of the survey of households was defined as the corporate bounds of New Brunswick, New Jersey. In 1960, the U.S. Census reported the population of the city at 40,139. Of this total, 36,006 people lived in 12,480 housing units as defined by the Bureau of the Census.

In the context of the study design, the problem was to draw a representative sample of the population of New Brunswick age 21 and over, and to interview that sample about information sources and needs as they related to poverty and related matters. The decision was made to focus on households and then to select randomly within these households the adults to be interviewed.

The first requirement was a listing of households from which a random sample could be selected. The street listing of the New Brunswick City Directory[1] was determined to be accurate enough for the purposes of this study[2] especially when supplementary lists of group quarters and other missing dwellings were appended. However, the street listing contained all types of nonresidential structures including schools, and hospitals which had to be removed. The specific case of professional offices should be explained. If the type of profession (e.g., dentist, doctor, lawyer) was listed after the name of the person occupying the unit, that unit was eliminated from the listing because it was assumed that the address denoted an office address. It was further assumed that these professional persons would be eligible for the sample if they lived in the city. Thus, to include both an office address and a residential address would give them a double chance of being selected.

The street listing also included numerous addresses that were listed as "vacant." A general policy was established that addresses so listed would be eligible for the sample because they might well be residential addresses that had been occupied subsequent to the time the directory was compiled, unless they were obviously office buildings. For example, an address might be listed that included names of a number of different organizations, professional offices, and the like with vacancies scattered among these listings. In these cases it was assumed that the vacancies were vacant offices and not residential addresses. However, as the staff culled out the ineligible addresses there were cases where a retail shop or professional office was located on a ground floor and vacancies existed on the upper floors. In these cases it was felt that residential units might well be located on these upper floors and such vacancies were included in the list of eligible units.

The resulting list contained, to the best of our knowledge, only residential addresses. We knew that it did not include detailed information on group quarters such as dormitories, convents, seminaries, nurses' and interns' residences, hotels or rooming houses. Therefore, supplementary lists were made for these types of dwelling units. The procedure that was followed was this. First, the Classified Business Directory section of the City Directory was searched for names of the above mentioned types of dwelling units. Second, the housing officials of the local university were contacted and asked for the location of any "permanent" (i.e., persons living in a unit at least a month who expected to live in the city for more than a year) residents. Likewise, the administrative officials of the local hospitals were contacted and asked to supply names and addresses of nurses and interns living in any group quarters under the control of the hospital. Fourth, the field staff visited all hotels, rooming houses, convents and seminaries and asked those in charge for the names and room locations of permanent residents. The resulting names and locations were then grouped by types of quarters and appended to the listing derived from the City Directory.

The result was a list of residential units in New Brunswick. The units contained in the City Directory were grouped by streets; the supplementary lists were grouped by types of quarters. Starting with the first eligible address on the first street listed in the City Directory, all the eligible units were numbered consecutively. The final universe from which the sample was to be selected included 12,561 units numbered according to the above scheme. The disparity between our universe of 12,561 dwelling units and the 12,480 "housing units" described in the 1960 Census is probably due to the fact that our universe included "group quarters" while the Census did not.

Drawing the Sample and Selecting the Respondent

For the purposes of this study, it was decided that at least 500 completed interviews would be an adequate number. It was assumed that not all those persons approached would agree to be interviewed nor that all the dwelling units approached would be, in fact, dwelling units. Rather, they might well be retail outlets, professional offices, or other ineligible structures. Thus, a plan for replacement was deemed necessary.

The procedure for the selection of the sample was so designed that replacements became automatic. That procedure used is as follows:

1. A series of random numbers from 1 through 12,561 was selected from a random number table.[3] These numbers corresponded to the numbers assigned to the eligible units contained in the universe. Duplicate random numbers were eliminated as they came up in the selection process.

2. The random numbers were listed in the order in which they appeared in the selection process.

3. Using this list of random numbers, the table letters from the Respondent Selection Table (see "Household Interview Cover Sheet," Appendix B, for an explanation of the use of this table) were listed beside each random number so that the tables lettered A, C, D, and F were each used twice as many times as were the letters B_1, B_2, E_1, and E_2. Within these restrictions, alphabetic order was maintained.

4. The random number was then located among all the numbers used in the listing of eligible units. The result was the designation of a particular dwelling unit (house, apartment, room) as a sample unit.

5. Using the "Household Interview Cover Sheet" (see Appendix B) the following information was noted: a) the dwelling unit locator number; b) the letter of the appropriate Respondent Selection Table; c) the street address and apartment number[4] (when available) of the sampled unit; d) and the approximate location of the address within New Brunswick.

Replacements were actually random numbers selected in addition to the 500 origininally chosen. The random number selection was continued beyond the 500 in the same manner as before, the appropriate table letters were applied as usual, and the forms were completed as though the replacement was a part of the original 500 units. Replacements were assigned as they became necessary and in the same order that they were selected from the random number table. This procedure ultimately resulted in the selection of a total of 1,064 sample units. Using the randomization process described above, it is felt that the dwelling units selected constituted a representative sample of the universe of eligible units.

The Household Interview Cover Sheet noted above became the assignment form of the field interviewer. It was the duty of the interviewer to locate the proper dwelling unit and interview one of the adult members of that household.

In order to be assured that all ages, sexes, and types of relatives would be eligible for selection, a standardized method of selecting one person from the household was used.[5] Essentially, the procedure involves the following steps. First, the interviewer asks the person answering the door to list all the persons 21 years and older in the following order: oldest male, next oldest male, etc. followed by the oldest female, next oldest female, etc. Second the age and relationship to the head of the household is determined for each of the adults listed. Third, each adult is given a serial number corresponding to his age within the household group. Fourth, the already determined table of selection is consulted and the number of the adult to interview is found. Fifth, that adult and no other is the person to be interviewed.

The procedure insured that all types of persons living in the selected dwelling units (excluding persons under 21 years) would be eligible to be interviewed. Substitutions were only allowed under the following conditions: 1) when the designated respondent was mentally deficient; 2) when the designated respondent was too ill to receive visitors; 3) when the designated respondent was an absent serviceman, a serviceman home on leave, or a student home from college on vacation; and 4) when the designated respondent was found to be a temporary resident, that is, a person who had lived in New Brunswick less than one month and/or had no intention of living in the city for more than one year.

Conducting the Interviews

A group of thirty people were hired, trained in the use of the interviewing instrument, given assignments and produced at least one completed interview each. The group consisted of eleven males (all white) and nineteen females (sixteen were white and three were black). The group was evenly divided between students and nonstudents. Of the fifteen students (all white), five were graduate research assistants assigned to the study on a permanent basis, three were graduate students, and the remaining seven were undergraduate students. Seven of the students were male and eight were female. The non-student group included four males and eleven females. The females were, for the most part, over thirty-five and housewives.

Each interviewer was trained and/or briefed in the following subjects; 1) personal behavior and dress; 2) methods for gaining entrance to households; 3) procedures for the selection of the proper respondent from all adults living in the household; 4) the use of the interview instrument and its attached visual aids; 5) the rationale behind the questions contained in the interview instrument; and 6) a review of the art of asking questions. The instrument was explained in detail to each interviewer and they were required to conduct at least one practice interview before going out into the field with actual assignments. Upon completion of two interviews a review of the instrument was held with each interviewer. Questions about procedures, the meaning of particular questions or other problems were answered by the field director.

The interviewers were hired, trained, and given assignments throughout the interviewing period. Actual interviewing began on July 15, 1968 and continued until October 1968. The interviewers were given assignments that generally fell within a common geographical area of the city. In order to maximize the probability that the correct respondent would be at home when the interviewer called, a general policy was followed that the interviewer would only approach a dwelling unit from 4:30 p.m. until dark on weekdays and all day on Saturdays and Sundays. It was permissible, however, for an interviewer to make an appointment to talk to a respondent during the day if such a time would be more convenient to the respondent.

An attempt was made to match black interviewers with black respondents. However, this was only minimally successful in that it was very difficult to determine beforehand the race of the persons living in a given dwelling unit. Black interviewers were given assignments in areas known to have large concentrations of black residents. Instructions were not given to the interviewers to only interview persons of their own race.

If an interviewer found that the chosen respondent did not speak English adequately, Spanish and Hungarian speaking interviewers were available to conduct interviews in these two languages. Six of the completed interviews were conducted in Spanish and twelve were conducted in Hungarian. Persons speaking other lanuages - Greek, German, Chinese, etc. - were not interviewed; the interview was listed unobtainable.

Administering the Instrument

Standard procedures were followed once the proper respondent was determined and the interview begun. Interviewers were instructed to conduct the interview in private or to warn persons also present of their effect on the person answering the questions. Several interviews were declared to be invalid because of the interference of another member of the household. The length of time necessary to complete an interview varied from as little as 35 minutes to one and one-half hours. The average was approximately 50 minutes from the time the interviewer approached the dwelling unit until he asked the final question.

Assignments were returned to the office staff and categorized according to their disposition: completed, refused, dwelling unit not qualified, and unavailable respondent. The latter category includes those dwelling units where two or more visits were paid to the dwelling unit and no one could be found at home. The general policy was to approach a dwelling unit at least four times at varying hours of the evening or on weekends. If no one could be found at home after these four attempts, the interview assignment was placed in a "hold" category for a later attempt. Those interviews that were determined to be valid, were edited by the office staff and reviewed with the interviewer. In this way, errors were corrected, additional information obtained, and finally filed for coding.

Approximately 5 percent of the interviews were checked by the field staff by approaching the dwelling unit, asking for the person designated as having been interviewed, and inquiring as to whether or not the interview had taken place and when. All responses were affirmative and the general reaction of the people interviewed was quite favorable toward the interviewers although the questions themselves roused some adverse comment.

In addition, a post card was sent to each respondent thanking him for his or her cooperation in the study and asking for any comments he might have on the study. In no case did a person reply that he had not been interviewed. This, we feel, is an additional check on the performance of the interviewers.

Disposition of the Sample

A total of 1,064 dwelling units in New Brunswick were selected and approached during the course of the survey. The sample can be categorized according to four main types of results: a) those units that resulted in a completed, valid interview; b) those units that resulted in some type of refusal by a person to be interviewed; c) those units that were found to be not qualified for inclusion in the population; and d) those units where either no one was home after a number of calls or where the designated adult was not available after a number of calls. This distribution is given in Table VI:1.

Completions and Refusals

The goal of the research team was to obtain a minimum of 500 completed, valid interviews with a representative sample of New Brunswick residents 21 years of age and older. A total of 539 interviews were conducted that were judged to be valid in the sense that the interview was conducted under the specified conditions, with the correct respondent, and that all the questions were asked of the respondent. These 539 cases constitute the basis of our analysis of the attitudes and information held by residents of New Brunswick.

Twenty-two percent of the sample refused to be interviewed for a variety of reasons and another 6 percent were lost for reasons related to the respondent. The details are provided in Table VI:2.

The refusal categories were created in advance by the research team. The interviewer was requested to check one of the appropriate categories and to provide additional comments as to the nature of the refusal. The category "Too Busy" was designed to indicate that it was impossible for the potential respondent to arrange his time in such a manner that the interview could be conducted. However, some of the responses were probably more in line with the response "I don't want to be bothered." The category "Too tired or ill" was meant to suggest that the person could not be interviewed because of sickness or ill health. It may include persons who feigned such a condition in order not to cooperate. The category "Interview terminated" includes cases where the person may have become irritated over the specific questions asked, might have been determined as being to ill or emotionally disturbed to continue, or cases where interference from other members of the family made continuation impossible.

As was mentioned earlier, Spanish and Hungarian speaking interviewers were available to conduct interviews in these languages. However, other language problems were also encountered and precluded the administration of the interview instrument. It was felt that the number of cases encountered did not warrant training of interviewers who spoke languates such as German, Italian, Chinese, etc. In addition, a number of interviews were attempted with persons who had a rudimentary knowledge of English. However, during the interview they were found to be so inadequate in the languate and its nuances that the interview was discarded because the meaning of the questions could not be made clear to them.

As is noted in Table VI:2 there were 18 instances in which the respondent should not have been interviewed. In some cases, husbands insisted on being interviewed in place of their wives. Thus, while the interview was conducted in order to placate the person, the responses were not considered valid. In other cases, the interviewer made an error and for a variety of reasons could not obtain the interview with the proper person. For example, the "proper" respondent had listened to the questioning and thus was biased in that he had already heard responses to the questions.

Other Reasons for Noncompletion

In 104 cases (ten percent of the total sample) either the unit did not qualify under the conditions stated earlier, or the residents in the unit were not qualified for inclusion in the sample. The reasons for finding these cases "not qualified" are also shown in Table VI:2.

An analysis of the location of the vacant dwelling units reveals that they were found most often in those census tracts that contain the city's central business district (CBD). This is not surprising from a number of standpoints. First, the CBD is a deteriorated area, a condition shared with many older New Jersey central cities. Second, while no systematic information was gathered by the interviewers on the physical condition of dwelling units, their reports indicated that the vacant housing was visibly more deteriorated than the average dwelling in the neighborhood. Third, the census tracts containing the CBD are low in terms of total population. Nineteen percent of all the reported vacancies were located in census tracts containing only nine percent of the 1960 population.

Twenty-six percent of all units declared non-qualified were so designated because of the type of persons living in the dwelling unit. Eleven percent contained persons under 21 years of age - primarily students enrolled at Rutgers - while 15 percent were occupied by persons declared to be "temporary residents." For the most part, these temporary residents were persons who had moved to the New Brunswick area within a month of the time they were approached by the interviewer. Therefore, they could not be expected to know much of what was going on in the New Brunswick community nor to have had the opportunity to become acquainted with its information sources. Thus, they were declared to be ineligible for inclusion in the sample.

Finally, in 119 cases (11 percent of the total sample) the interviewers were not able to find anyone at home when they called or the designated person could not be located after repeated attempts to contact him. As noted earlier, a general policy was established that after four attempts to locate someone at the assigned address no further attempts would be made. These four attempts were considered valid only if the interviewer made the visits at different times of the day, on different days, and spread the visits out over at least a two-week period. The interviewers also attempted to determine the best time to approach the dwelling unit by contacting neighbors.

A small proportion of those assignments included in this category had fewer than four attempts to obtain an interview. As the final stages of the interviewing were taking place, additional sample units were chosen in order to enhance the chances of obtaining the required number of interviews. Thus, some of the assignments did not receive as many visits because the interviewing was completed shortly after the units were included in the sample.

Location and Disposition of the Sample within New Brunswick

The sample of dwelling units was found to conform rather closely with the distribution of the population of New Brunswick as reported in the 1960 Census when the two were compared by census tracts (Table VI:3). In addition, the differences between the percentage distribution by census tract of the completed interviews and the distribution of the population were also found to be negligible (Table VI:4).

Respondents and Nonrespondents: An analysis

The intent of this analysis is to show the differences and similarities between two categories: respondents, or those who completed an interview session; and nonrespondents, or those who refused to be interviewed. Not included in this analysis are the residents of dwellings where the survey team could find no one at home.

It is not our purpose here to discuss to any great degree the characteristics of the people who were interviewed. That analysis will be performed in detail in other sections of the report. Rather, we will attempt to discern the differences and similarities of respondents and non-respondents so that some assessment can be made of the effect of refusals on the body of data collected from those who did complete the interview.

In order to compare these two groups, similar categories of data are necessary. Thus, the analysis will be restricted to those types of data that are common to both groups. There are four: 1) race; 2) type of housing unit occupied; 3) sex and race of the interviewer who approached the dwelling unit; and 4) the location, by census tract, of the dwelling unit. The procedures used in determining these elements are as follows:

1. Race: The race of the respondent was determined by the interviewer. A specific inquiry was not made of the respondent as to his or her race. In the case of a non-respondent, the interviewer noted the race of the person who actually refused to be interviewed. Thus, it is entirely possible that the person who refused to be interviewed might not have been selected as the actual respondent; the person, in effect, refused for the entire household. It is felt, however, that the number of households of a "mixed" character is small and that the determination of race by the interviewer is valid.

2. Type of Housing Unit Occupied: The type of housing unit was established by the interviewer by visual inspection. The categories of housing used in the survey are as follows:

   a) Private Home: includes single family dwellings, duplexes, row houses.

   b) Apartment in Private Home: includes apartments in homes that were once single family dwellings, apartments over commercial or retail establishments, two family houses having a common entrance, or two family houses that were once single family dwellings.

   c) Apartment House: dwelling units that were designed as apartments with three or more floors. Excludes garden apartments.

   d) Garden Apartments: structures generally not over three floors, in a complex of such structures.

   e) Dwelling Unit in a Hotel or Rooming House.

f) Public Housing: housing complexes built and operated by the New Brunswick Housing Authority.

g) Dwelling Units in Dorms, Convents and Other Group Quarters.

3. Sex and Race of Interviewer: Coded by the office staff.

4. Census Tract Location: Coded by the office staff from listings developed after consultation with city planning officials and analysis of maps of the city.

While it would have been very desirable to know the ages of the various members of the households where refusals were encountered as well as the total number of adults in that household, these data are not available in sufficient quantity for comparison with that obtained from households where a completed interview was obtained. Thus, the analysis must be based on the above listed variables.

Race

Race, for the purposes of this study, is divided into two categories, white and non-white. Persons of Puerto Rican ancestry are classified as white in line with the procedures of the United States Bureau of the Census. Likewise, persons of Oriental extraction are classified as non-whites. In seventeen cases race could not be determined either because the interviewer had a serious doubt as to a person's race or because a refusal was lodged by a person who could not be viewed by the interviewer. Race could not be determined in four instances within the "completed interview" group and in thirteen cases within the "refused interview" group.

As Table VI:5 indicates, 81 percent of the completed interviews were conducted with whites and 19 percent with non-whites. However, 89 percent of the refusals were from whites. Viewed from a different perspective (Table VI:6) it can be seen that non-whites were more likely to complete an interview than were whites.

Considering, for a moment, the reasons given by whites and non-whites for refusing to be interviewed, there appears to be little difference between the two racial groups. Seventy-nine percent of the whites and 77 percent of the non-whites gave "personal" reasons for refusing (e.g., too busy, too tired or ill, etc.). A higher proportion of whites had language barriers that prevented us from conducting an interview. In comparison, 12 percent of the non-whites who refused were classified as wrong respondents while only five percent of the whites were so classified.

Type of Housing Occupied

The type of housing occupied by respondents and non-respondents had little effect on whether or not an interview would be completed (Table VI:7). One interesting variation occurred in the category "public housing." Contrary to what might be expected, persons living in public housing had a greater propensity to complete an interview than did those not living in public housing.

When the racial characteristics of respondents and non-respondents are taken into account (Table VI:8) the tendency for non-whites to complete an interview in greater proportions than whites is once again evident. In all cases, with the exception of "group quarters" and "others," the rate of completion is greater for non-whites than it is for whites. This again is especially evident in public housing.

Race and Sex of Interviewer

As is indicated in Table VI:9, non-white, female interviewers were slightly more successful in obtaining completed interviews than were white, female interviewers. Women, as a group, were considerably more successful in completing interviews than were male interviewers. Both white female interviewers and white male interviewers were given an average of 28.5 assignments each (counting only completed and refused interviews). The three non-white female interviewers were assigned an average of 18 interviews each. On the average, white female interviewers completed 20 interviews, non-white female interviewers 13 interviews, and white male interviewers 17 interviews each.

White female interviewers were the most successful in interviewing white respondents while non-white female interviewers had the highest rate of success among non-white respondents (Table VI:10). As was indicated earlier, all interviewers were able to complete higher ratios of interviews with non-white respondents than with white respondents.

A word of explanation is in order concerning the refusal rate for white male interviewers. Toward the end of the interviewing period, some white male interviewers were given numerous assignments that had been approached a number of times. They were instructed to get some disposition on these assignments as best they could. The result was that many of these assignments were turned in as refusals.

Location of Dwelling Units in Census Tracts

In order to establish whether or not the completed interview differed substantially from the refused interviews, an analysis was made of the distribution of these dwelling units within census tracts in New Brunswick. When the data contained in Table VI:11 are subjected to the rank-correlation test, no significant correlation between the distribution of completed and refused interviews can be established. However, when the distributions are controlled by the variable "race," significant correlations do emerge (Table VI:12). This suggests that race is an important factor in the distribution of completed and refused interviews when viewed by census tracts. In summary, there is little difference between the completed and refused interviews for either white or non-white respondents. This would indicate that the completed interviews are representative of the sample as a whole and especially that they do not diverge much from the refusal group.

Footnotes to Chapter VI

1. Polk's New Brunswick (Middlesex County, N.J.) City Directory: 1967 (Boston: R.L. Polk & Co., 1967).

2. For a discussion of the use of city directories in establishing frames for survey research see: Leslie Kish. Survey Sampling, (New York: Wiley, 1965), pp. 352-358.

3. Rand Corporation, A Million Random digits With 100,000 Normal Deviates, (Glencoe, Illinois: Free Press, 1955).

4. In a number of cases, apartments had neither numerical nor alphabetic designations. In these cases, the name of the tenant listed as last occupying the unit was placed on the form. When a sample unit was selected which was listed as being vacant and this same condition existed, the names of those tenants in the other apartments who were not to be approached were listed.

5. This method is explained in detail in Kish, op. cit., pp. 398-401.

Table VI-1

Number and Percent Distribution of Sample Units

Disposition:

Completed	539	51%
Refused	239	22
Other respondent problems	63	6
Unit/resident not qualified	104	10
Respondent not available	119	11
	1064	100%

Table VI-2

Number and Percent Distribution of Noncompletions Categorized as Refusals or Other Respondent Problems

Reasons:		
Refusals		
Too busy	57	24%
Too tired or ill	37	15
Doesn't want to be bothered; not interested in study	115	48
Mistrust; information too personal	12	5
No specific reason	18	8
	239	100%
Other Respondent Problems		
Language barrier	31	49%
Interview terminated	14	22
Wrong respondent interviewed	18	29
	63	100%
Unit or Resident not Qualified		
Vacant	53	51%
Business occupancy	8	8
No unit at designated address	12	11
Occupants under 21	11	11
Occupants temporary	16	15
Other	4	4
	104	100%

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URBAN STUDIES CENTER. JUL 72. 298P.

Table VI-3

Percent Distribution and Percentage Difference between the 1960 Population and the Sample, by Census Tract

Census Tract No. (Bases)	1960 Census (40,139)	Sample (1064)	Percentage Difference
51	11	10	-1
52	14	14	0
53	8	9	1
54	6	5	-1
55	11	11	0
56	11	15	4
57	6	6	0
58	11	10	-1
59	9	8	-1
60	13	12	-1
	100	100	

Table VI-4

Percent Distribution and Percentage Difference between the 1960 Population and Completed Interviews, by Census Tract

Census Tract No. (Bases)	1960 Census (40,139)	Sample (1064)	Percentage Difference
51	11	10	-1
5.	14	13	0
53	8	6	-2
54	6	3	-3
55	11	13	2
56	11	16	5
57	6	6	0
58	11	10	-1
59	9	8	-1
60	13	15	2
	100	100	

Table VI-5

Percent Racial Distribution by Interview Disposition

Race:	Disposition of Sample	
	Completed	Refused
(Bases)	(535)[1]	(289)[2]
White	81	89
Non-White	19	11
	100	100

---

[1] Race could not be determined in four cases.

[2] Race could not be determined in thirteen cases.

Table VI-6

Percent Distribution, by Race, of Completed Interviews and Refusals

Disposition:	Total	White	Non-White
(Bases)	(824)	(688)	(136)
Completed	65	63	77
Refused	35	37	23
	100	100	100

$X^2 = 0.455$ with 1 DF, $P > .005$

Table VI-7

Percent Distribution of Types of Housing by Completed Interviews and Refusals

Disposition:	Total	Types of Housing: Private Home	Apartment in Private Home	Apartment House	Garden Apartment	Public Housing	Group Quarters	Other
(Bases)	(841)	(339)	(269)	(107)	(78)	(25)	(16)	(7)
Completed	64	67	61	61	63	80	75	29
Refused	36	33	39	39	37	20	25	71
	100	100	100	100	100	100	100	100

Table VI-8

Percent Distribution of White and Non-White Occupying House Types, by Completed Interviews and Refusals

Disposition:	Total		Types of Housing: Private Home		Apartment in Private Home		Apartment House		Garden Apartment		Public Housing		Group Quarters		Other	
	W	NW	W	NW	W	NW	W	NW	W	NW	W	NW	W	NW	W	NW
(Bases)	(688)	(136)	(294)	(42)	(211)	(53)	(83)	(22)	(69)	(7)	(14)	(11)	(15)	(1)	(2)	(0)
Completed	63	79	65	83	59	68	57	82	64	71	71	91	80	0	50	--
Refused	37	23	35	17	41	32	43	18	36	29	29	9	20	100	50	--
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Table VI-9

Percent Distribution of Interviewers by Completed Interviews and Refusals

	Interviewers		
Disposition:	White Females	Non-White Females	White Males
(Bases)	(457)	(54)	(313)
Completed	70	74	57
Refused	30	26	43
	100	100	100
Mean number completed per interviewer	20	13.3	17
Mean number assigned each interviewer	28.5	18	28.5

Table VI-10

Percent Distribution of Respondents by Race, Interviewers by Race and Sex, and Completed Interviews and Refusals

	Respondents					
	White			Non-White		
	Interviewers					
Disposition:	White Females	Non-White Females	White Males	White Females	Non-White Females	White Males
(Bases)	(407)	(18)	(263)	(50)	(36)	(50)
Completed	69	45	54	76	89	68
Refused	31	55	46	24	11	32
	100	100	100	100	100	100

Table VI-11

Percent Distribution of Completed Interviews and Refusals, by Census Tracts

Census Tract No.	Interviews	
	Completed	Refused
(Bases)	(539)	(302)
51	10	9
52	13	20
53	6	11
54	3	2
55	13	8
56	16	18
57	6	8
58	10	11
59	8	6
60	15	7
	100	100

$r' = .470$; $z = 1.470$; H_o = no correlation, accepted

Table VI-12

Percent Distribution, by Race, of Completed Interviews and Refusals, by Census Tract

Census Tract No.	Respondents			
	White*		Non-White**	
	Completed	Refused	Completed	Refused
(Bases)	(431)	(256)	(104)	(32)
51	13	10	2	0
52	16	22	1	6
53	6	9	6	16
54	2	2	6	3
55	12	7	17	19
56	18	21	8	3
57	6	8	5	6
58	8	11	17	13
59	4	3	26	25
60	15	7	12	9
	100	100	100	100

---

* $r' = .697$; $z = 2.091$; H_o = no correlation, rejected, $p = .05$

** $r' = .728$; $z = 2.184$; H_o = no correlation, rejected, $p = .05$

Chapter VII

THE HOUSEHOLD SAMPLE

The first question to be dealt with concerning the sample of New Brunswick households had to do with the personal characteristics of the respondents (Table VII:1). These data were collected for the respondent and, where the respondent was not the head of the household, for the head as well. However, the data presented here are for the respondents only.

About one-fifth of the respondents were under age 30 and two-fifths were 50 years or above. There was no difference in the age distribution by sex. Despite our efforts to insure the sex ratio expected in the population, somewhat over half the respondents were women. About three-quarters were white and just under one-fifth were black. This proportion was deliberately made a little higher than the proportion expected in the population in order to make certain there were enough respondents for the more detailed analyses.

The educational experience of our sample has been compressed into four categories for presentation here. About one-fifth of the respondents did not go beyond the eighth grade and about the same proportion reported not completing high school. A somewhat higher proportion finished high school, or had several years of additional training, and an equal proportion had some college or more. Men and women had essentially the same levels of education.

In terms of employment status, about one-quarter of respondents may be considered out of the labor force because they were housewives, students, retired or not employed. The latter group are included in this category because they are few in number and no effort was made to determine whether they had been looking for work. More than one-quarter were designated as doing semi-skilled, unskilled or service work, and one-tenth as being employed in skilled occupations. The latter category included 22 percent of the men and just one percent of the women. A slightly higher proportion of the sample was in clerical or sales work, with the proportion of women being twice that of men. Another one-fifth of the sample was in professional and managerial positions, with the proportion of men being just slightly greater than that for women.

The income categories have also been compressed for presentation here. A little over one-third of the respondents reported a family income of less than $6,000 per year. Almost half the sample fell into a "moderate" income category, $6,000 to $11,999, and 15 percent reported a "comfortable" family income of $12,000 or more.

In five percent of the cases, income data were not obtained.

As is well-known, there is a strong positive relationship in our society among such factors as income, education and occupation, and a strong negative relationship between these factors and being black. This was found to be true in this study, the probability of such a relationship occurring by chance being equal to or greater than .005, using the Chi-square test with the appropriate degrees of freedom. Therefore, it was decided, for this descriptive chapter, to show the results compared for white and black respondents. Because of the small number of Puerto Ricans and Orientals in the sample, they have been dropped from this analysis, as have those cases in which the relevant data were not obtained.

The background characteristics are shown, by race, in Table VII:2. As a group, black respondents were significantly younger, but there was no appreciable difference in the proportion of men and women. As suggested above, blacks had considerably less education, were preponderantly in the lower skilled jobs and, not surprisingly, were more likely to be found in the lower income groups.

Exposure to the Mass Media

As with the organization sample, a number of questions were asked of the household respondents to measure the extent of their exposure to the mass media. In Table VII:3 are shown the number of media agents to which those respondents who claimed to watch television, read newspapers, and so "regularly" claimed exposure. It is difficult to weigh the relative consequences of reading three newspapers as compared to regularly watching two television channels. Normally, only one television channel is watched at a given time, but a number of newspapers may be read, serially. Nevertheless, it is possible to get some measure of the extent of exposure, and to determine the extent to which any patterns exist.

White respondents are less likely to read no newspapers at all, or just one, and more likely to read two or more. Among newspapers, there is only one for which there is much of a difference by race. Thirty-one percent of whites as compared to 13 percent of blacks claim to read the New York Times. However, 59 percent of those with more than some college education read the Times as compared with 12 percent of those with a high school education or less, suggesting that education is a stronger factor than race in explaining this difference.

Differences in the number of radio stations to which people listen were minimal. There are few differences in the actual stations listened to with an obvious exception. Fifty-three percent of black radio listeners reported listening to the station aimed at a black audience, compared to one percent of white radio listeners. This station was the most popular station among black respondents. Differences with regard to the number of television channels watched are also minimal, but there are fairly large differences with regard to two particular channels. A higher proportion of white television viewers reported watching the NBC channel (70 percent compared to 57 percent) and a higher proportion of black television viewers reported watching the ABC channel (63 percent compared to 46 percent). One difference between the two outlets at the time was the relatively greater emphasis on sports shows on the ABC channel.

Almost one-third of white respondents but close to one-half of blacks reported reading no magazines. The remainder of the distribution, in terms of the number of magazines read shows little difference by race. An examination of the magazines read shows one major difference. Among white magazine readers, just four percent listed Ebony magazine putting it close to the bottom of the ranking for them. On the other hand, among black magazine readers, 42 percent mentioned Ebony, putting it in first rank for them. The ranking of magazines is shown in Table VII:3a.

We find, therefore, some differences in the pattern of mass media exposure. White respondents are more likely to be newspaper readers, and to read more of them. In particular, they are about twice as likely to read the New York Times. Differences for radio and television are minimal, though there is definitely a pattern of preference as between NBC and ABC on television, and a preference, among blacks, for the radio station that puts its emphasis on a black audience. Finally, whites are more likely to be magazine readers than blacks, and, among magazines readers, the sharpest difference is with regard to Ebony magazine, read by about two-fifths of black magazine readers, but less than one of twenty white magazine readers.

As a separate question, respondents were shown a card listing various alternatives and were asked, "Where would you say you get most of your information about poverty?" The results are shown in Table VII:4. The rank order for both blacks and whites is quite similar, but whites put slightly greater emphasis on newspapers, blacks on television. Blacks are almost twice as likely as whites to mention radio, and whites are twice as likely to mention magazines as sources of information about poverty. It is quite apparent that neither group finds books or libraries significant sources in this context.

Respondents, later in the interview, were again presented with the list and asked, "Which of these places that you could get information about poverty would you say that you trust the most?" The results (Table VII:5) are largely but not entirely what might be expected from the earlier findings about sources. White respondents who ranked newspapers 2nd as a source of poverty information, ranked them 1st in terms of trust, as did blacks. The public library is rated much higher on trust than it is on use. Magazines, read more often by whites, are trusted more often by them, and radio, rated more highly as a source of poverty information by blacks, is trusted by more of them.

A question of some interest may be raised here: what is the nature of the relationship between the most important source and the source most trusted? It turns out that the relationship is quite strong, the likelihood of the relationship occuring by chance being less than .005 using the Chi-square test.

The correlation pattern is exceedingly strong when one asks the question in the form: Do those who give a particular media type as an important source cite the same one as the most trusted source? Of those who give newspapers as their most important source of poverty information, the greatest percentage give newspapers as the source they trust the most. The result is the same for radio, television, and so on. This percentage ranges from about one-third to one-half.

However, when the question is turned around: Do those who cite a particular media type as the most trusted source also give that media type as the most important source? - the results are different. The above-mentioned pattern holds for newspapers, radio, television, magazines, and "people I know." That is, those persons giving each of those media types as their most trusted source are more likely to give the same media type as their most important source of information. Individuals who do not fit the general pattern are those who indicated most trust for books, libraries, material from organizations, or meetings. Of individuals who trust the former three media types most, a greater proportion gave newspapers as their most important source than gave any other media type. Of the individuals who trusted meetings most, the greatest proportion gave television as their most important source.

We turn now to the indicants of knowledge about poverty (Table VII:6). More than half the respondents were considered to know the proportion of families in the United States and in New Brunswick earning less than $3,000 per year, with the proportion among whites being somewhat higher in each instance. About one-third knew that there was a multi-service center, with the proportion of knowledgeable blacks being considerably greater. Less than one-fifth of the respondents could identify the local anti-poverty organization, the proportion being the same for both groups. It is interesting to note that while 47 percent of blacks knew there was a multi-service center, just 20 percent of them could name the organization that sponsors it. Finally, just over one-quarter of respondents reported feeling well-informed about poverty in New Brunswick, with the proportion of blacks feeling this way being twice that of whites.

Description of Poverty and the Poor

The procedure for learning how respondents viewed causes of and solutions to poverty, as well as characteristics of poverty and the poor, were the same for the household respondents as for the organization representatives. In some instances, as a result of the earlier experience, wording was changed slightly, and some items were dropped.

In Table VII:7, we see the relative ranking of various factors as major causes of poverty. With regard to internal causes, about two-thirds of all respondents mention the lack of skills as a major cause. Both groups put lack of ambition in the middle of the ranking. But there are shades of disagreement on the other factors. Blacks put somewhat more emphasis on family size as a factor, and on poor health. Whites, relative to blacks, show a higher proportion giving such factors as unwillingness to take available jobs and lack of interest in education.

The pattern for external causes, also shown in Table VII:7, was somewhat more consistent for the two groups, with two major exceptions. More than half the white respondents give the ease of staying on welfare as a major cause of poverty, putting it in 1st rank. By contrast, about one-third of the blacks give this factor, resulting in it being the lowest ranked of all. Among blacks, four-fifths give prejudice and discrimination as major causes, so that this factor tied with inadequate housing for 1st rank. But less than a third of white respondents endorsed prejudice and discrimination as a factor, causing it to rank 6th.

What about solutions to poverty? The proportion checking "agree" or "strongly agree" to the list of internal and external solutions are presented in Table VII:8. The ranking of internal solutions shows one sharp difference by race. About two-fifths of white respondents endorse the idea of poor people organizing themselves to demand power on such bodies as school boards and boards of education, so that this solution ranked third. Among blacks, more than four-fifths endorse this solution, putting it in first rank.

There are small but consistent differences in the relative emphasis put on the external solutions. Both groups overwhelmingly endorse the idea that the country should organize poor people to benefit more from ongoing programs. However, black respondents also rate highly efforts to provide services and opportunities such as jobs, education or medical care. Among whites, this solution ranks fourth. Socializing the poor to middle class values is ranked second by whites and 4th by blacks, though the proportion endorsing this solution is almost identical in both cases. Blacks rank the reduction of discrimination in housing, apprenticeships and so on as 3rd, whites rank it as 5th in frequency of endorsement. Whites, on the other hand, rank teaching respect for the law as 3rd, while blacks rank it 6th. For both groups, giving money directly to the poor comes at the bottom of the ranking. However, this solution, while endorsed by 19 percent of whites, is endorsed by 57 percent of blacks. The proportion of blacks endorsing any solution (except for family limitation) is higher than that for whites suggesting a greater willingness among blacks to endorse any action that might be described as a potential solution to poverty.

There are interesting differences in the emphases black and white respondents put on ways of describing poverty. (The procedure was the same as for organizational respondents.) As shown in Table VII:9, the highest rate of endorsement for whites went to poverty as "a problem that can be solved," which ranked 3rd among blacks. First among blacks was the characteristic of poverty as being widespread, which ranked third among whites. The same kind of reversal is found for the 2nd and 4th ranks. Both groups rank the characteristic of poverty as "increasing in numbers" lowest, but this item, nevertheless, is endorsed by more than half of each group.

The ranking of characteristics of the poor were more similar but there were differences. Whites as compared to blacks rated the characteristics of urban and good higher, while blacks rated those of being Negro and ambitious higher than did whites. But the differences were minimal.

The last set of findings to be presented here are those dealing with the saliency of the problem of poverty. As with the organization respondents, two questions were used and the results are shown in Table VII:10. clearly, there is little consensus concerning the rating of these social problems. Whites and blacks give dramatically different rankings to solving the problem of Vietnam (1st among whites, 4th among blacks) and that of race (4th among whites, 1st among blacks). Poverty ranks 2nd with blacks and 3rd with whites, and the ranking is reversed for solving the problem of crime in the cities.

There is likewise considerable disparity in the ranking of problems in New Brunswick. Perhaps nothing reflects the real differences between the two groups more than the following: High taxes rank 1st among whites but ties for fifth among blacks; the cost of living is ranked 1st among blacks and fifth among whites. Crime is ranked 2nd among serious problems by white respondents, but ties for 6th among blacks. On the other hand, black respondents rank juvenile delinquency higher than do whites. Another interesting difference is the ranking of race as a serious problem: sixth among whites but tenth among blacks.

Table VII-1

Background Characteristics of the Household Sample

Characteristics:		
Age		
21 to 29	121	22%
30 to 49	201	37
50 or more	204	39
No response	13	2
	539	100%
Sex		
Male	230	43%
Female	309	57
	539	100%
Race		
White	410	76%
Black	104	19
Puerto Rican, Oriental, other	25	5
	539	100%
Education		
Eighth grade or less	117	22%
Some high school	101	19
Finished high school/business school/nursing school	161	30
Some college or more	155	29
No response	5	*
	539	100%
Occupation		
Professional, managerial	118	22%
Clerical, sales	69	13
Skilled	53	10
Semi-skilled, unskilled, service	155	29
Out of labor force, e.g. housewife, student, unemployed, retired	144	26
	539	100%
Family Income		
Less than $6000 per year	186	35%
$6000 to 11,999	240	45
$12,000 or more	83	15
No response	30	5
	539	100%

---

* Less than .5%

Table VII-2

Background Characteristics, by Race, of the Household Sample

Characteristics:	Race	
Age	White	Black
(Bases)	(403)	(99)
21 to 29	21%	27%
30 to 49	36	46
50 or more	43	27
	100%	100%
$X^2 = 8.63$ with 2 DF, $P > .025$		
Sex		
(Bases)	(410)	(104)
Male	42%	46%
Female	58	54
	100%	100%
$X^2 = 0.76$ with 1 DF, P not significant		
Education		
(Bases)	(406)	(103)
Eighth grade or less	18%	33%
Some high school	16	32
Finished high school/business school/nursing school	32	24
Some college or more	34	11
	100%	100%
$X^2 = 36.74$ with 3 DF, $P > .005$		
Occupation		
(Bases)	(410)	(104)
Professional, managerial	24%	12%
Clerical, sales	15	5
Skilled	10	12
Semi-skilled, unskilled, service	22	51
Out of labor force	29	20
	100%	100%
$X^2 = 38.04$ with 4 DF, $P > .005$		
Family Income		
(Bases)	(386)	(100)
Less than $6000 per year	32%	49%
$6000 to 11,999	49	44
%12,000 or more	19	7
	100%	100%
$X^2 = 13.61$ with 2 DF, $P > .005$		

Table VII-3a

Percent Distribution of Those Who Read or Listen Regularly, by Race, by Amount of Exposure to Media Types

	Race							
	White				Black			
(Bases)	(410)				(104)			
Number of Media Agents:	Newspaper	Radio	Television	Magazines	Newspaper	Radio	Television	Magazines
None	5	11	3	31	8	6	3	48
One	26	35	10	13	36	37	11	13
Two	43	32	27	19	35	35	27	15
Three	20	9	30	16	16	11	26	13
Four	5	2	13	9	2	4	12	7
Five or more	1	*	9	11	3	1	13	3
No preference	*	11	8	1	0	6	8	1
	100	100	100	100	100	100	100	100

* Less than .5%

Table VII-3b

Rank Order and Percent Distribution of Magazine Readers, by Race, of Magazines Read

			Race			
	Total		White		Black	
(Bases)	(347)		(283)		(64)	
Magazines:	Rank	%	Rank	%	Rank	%
Life	1	46	1	49	2	34
Look	2	25	2.5	25	3	14
Reader's Digest	3	24	2.5	25	4	17
Time	4	21	4	24	6	11
McCall's	5	16	5	19	8	5
Saturday Evening Post	6	14	6.5	14	5	14
Newsweek	7.5	12	8	13	7	6
Ladies' Home Journal	7.5	12	6.5	14	9	2
Good Housekeeping	9.5	8	9	11	11	0
Ebony	9.5	8	11	4	1	42
U.S. News & World Report	11	5	10	6	11	0
Saturday Review	12	3	12	3	11	0

Table VII-4

Rank Order and Percent Distribution, by Race, of Where Respondents Get Most of Their Information about Poverty (First and Second Choices)

			Race			
	Total		White		Black	
(Bases)	(514)		(410)		(104)	
Sources:	Rank	%	Rank	%	Rank	%
Newspapers	1	62	1	63	2	55
Television	2	61	2	62	1	58
Radio	3	21	4	18	3	32
Magazines	4	19	3	22	5	10
People I know	5	14	5	12	4	19
Material from organizations	6	5	6	5	6	6
Meetings	7	4	7	4	7	5
Books	8	2	8	2	8.5	0
Public library	9	1	9	1	8.5	0

Table VII-5

Rank Order and Percent Distribution, by Race, of Source Respondents Say They Trust the Most

			Race			
	Total		White		Black	
(Bases)	(514)		(410)		(104)	
Sources:	Rank	%	Rank	%	Rank	%
Television	1	27	1	27	1	29
Newspapers	2	17	2	17	2	16
People I know	3	10	4.5	9	3	13
Magazines	4.5	9	3	10	8	4
Public library	4.5	9	4.5	9	5	8
Material from organizations	6	7	6	7	6.5	7
Radio	7	6	8	4	4	11
Books	8.5	4	7	5	9	2
Meetings	8.5	4	9	3	6.5	7

Table VII-6

Percent Distribution of Respondents, by Race, Giving Positive Indications of Knowledge about Some Aspects of Poverty

Indicants of Knowledge:	Total	Race	
		White	Black
(Bases)	(514)	(410)	(104)
Proportion of U.S. families earning less than $3000	56%	58%	49%
Proportion of New Brunswick families earning less than $3000	54	57	44
Is there a Multi-Service Center?	34	30	47
Name of local anti-poverty organization	18	17	20
Feel well-informed about poverty in the New Brunswick area	26	22	40

Table VII-7

Rank Order and Percent Distribution of Respondents, by Race, Endorsing ("A Major Cause") Various Causes of Poverty

			Race			
	Total		White		Black	
(Bases)	(514)		(410)		(104)	
Causes of Poverty:	Rank	%	Rank	%	Rank	%
Internal - The Poor...						
don't have the skills	1	64	1	62	1	69
have too many children	2	41	3	39	2	47
don't take available jobs	3	38	2	42	5.5	25
don't have enough ambition	4	33	4	34	4	30
don't care about education	5	26	5	26	7	22
can't work - bad health	6	18	7	13	3	31
not smart enough to get ahead	7	17	6	15	5.5	25
External						
Not enough good housing	1	53	2	45	1.5	82
Easier to stay on welfare than work	2	50	1	55	9	32
People care more about things like Vietnam, space	3	44	3	35	3	75
Prejudice and discrimination	4	41	6	30	1.5	82
The government and politicians don't care enough	5	40	4	34	5	62
People don't care enough	6	39	5	32	4	71
Inadequate health services	7	28	7	22	6	49
Not enough jobs for everyone	8	24	8	19	8	40
Schools don't care about poor children	9	15	9	8	7	41

Table VII-8

Rank Order and Percent Distribution of Respondents, by Race, Endorsing ("Agree" and "Strongly Agree") Various Solutions to Poverty

	Total		Race			
			White		Black	
(Bases)	(514)		(410)		(104)	
Solutions to Poverty:	Rank	%	Rank	%	Rank	%
Internal - Poor people should...						
develop self-help programs	1	86	1	88	2	82
learn to be ambitious, hard-working	2	83	2	86	3	77
organize, demand power	3	53	3	44	1	83
boycott, demonstrate, for better housing, etc.	4	33	4	25	4	61
riot, cause civil disorder, for better housing, etc.	5	3	5	2	5	7
External - The country should...						
organize the poor to get more from job training, etc.	1	89	1	87	1.5	96
make poor understand hard work, thrift, ambition	2	81	2	81	4	82
reduce discrimination	3	80	5	75	3	95
provide housing, jobs, better education, medical care	4.5	75	4	69	1.5	96
teach poor to respect the law	4.5	75	3	78	6	64
convince poor to limit families	6	67	6	67	7	62
give political power - poverty boards, school boards, etc.	7	49	7	41	5	76
give money directly by family allowance, negative income tax	8	27	8	19	8	57

Table VII-9

Rank Order and Percent Distribution of Respondents, by Race, Endorsing Specified Characteristics of Poverty and the Poor

			Race			
	Total		White		Black	
(Bases)	(514)		(410)		(104)	
Descriptions:	Rank	%	Rank	%	Rank	%
Poverty is...						
a problem that can be solved	1	84	1	85	3	83
a very complicated problem	2.5	79	2	79	4	79
very widespread	2.5	79	3	77	1	88
easy to see everywhere	4	75	4	72	2	86
increasing	5	56	5	56	5	54
The poor are...						
mainly in the cities	1	86	1	89	2	79
Negro	2	77	3	76	1	82
good	3	76	2	77	3	74
smart	4	48	4.5	44	4	63
young	5	45	4.5	44	6	49
ambitious	6	41	6	37	5	54

Table VII-10

Rank Order and Percent Distribution of Respondents, by Race, by the Ratings of the Relative Importance of Certain Social Problems in the United States and in New Brunswick

			Race			
	Total		White		Black	
(Bases)	(514)		(410)		(104)	
Social Problems:	Rank	%	Rank	%	Rank	%
In the United States...						
Vietnam	1	35	1	39	4	20
Crime in the cities	2	31	2	33	3	23
Race	3	21	4	17	1	37
Poverty	4	12	3	10	2	18
In the New Brunswick area...						
High taxes	1	32	1	36	4.5	19
Crime	2.5	24	2	28	6.5	12
Housing	2.5	24	3	21	2	38
The cost of living	4	23	5	18	1	41
Drug addiction	5	20	4	20	3	21
Juvenile delinquency	6	16	7	15	4.5	19
Racial problems	7	15	6	17	10	5
Poverty	8	13	8	14	9	6
Education problems	9	9	9	9	8	8
Unemployment	10	7	10	5	6.5	12
None of the above	*	1	*	1	*	0

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* Item not included in the ranking.

Chapter VIII

A COMPARISON OF THE FINDINGS FOR THE TWO SAMPLES

In earlier chapters, the mass media were described in terms of their poverty content, and the respondents in the two interview samples were described in terms of the attitudes and beliefs expressed. Here we propose to bring these two elements together and to ask the question: Is there any association between the exposure of the respondents to the mass media and their attitudes and beliefs? This broad question can be divided into three major components: Is there any association between the attitudes and beliefs of the respondents, and exposure, as measured by:

1. the number of media agents with which the respondent claims exposure;
2. the amount of space devoted to poverty material within certain major segment-categories, that is, news stories, editorials, features, and so on; the segments described in the analysis of the media presented in Chapter III;
3. the amount of poverty material contained within the basic categories developed in the analysis of the media, that is, causes of poverty, solutions to poverty, and so on?

In this chapter, we will examine these questions for the two groups of respondents, each taken as a whole.

Level of Exposure to the Mass Media

The first question raised above can itself be further divided into three elements. Is there any association between the attitudes and information of respondents and

1. overall exposure to the media, as measured by the total number of magazines and newspapers read, and the number of radio stations and television channels to which they listen and watch;

2. the level of exposure within each media type, as measured again by the total number of agents to which exposure is reported, within the media type;

3. exposure to specific media agents, that is, particular newspapers or television channels, and so on?

The measure of exposure is a simple one. Each respondent was asked to give the newspapers and magazines read regularly and the radio stations and television channels listened to regularly. The measure of exposure for each media type is a count of the number of mentions in that category. To obtain the measure of overall exposure, the total for each media type was totalled.

It seems appropriate here to review the reading and listening habits of the two groups of respondents - those in the household sample and those in the organization sample. These data are presented in Table VIII:1, grouped by media type, and within the type, by convenient categories that will be used in later analysis. There are basic similarities in the newspaper-reading habits of the two samples. For both, the local newspaper is read by some four-fifths of the respondents, and two of the metropolitan papers and one of the state papers are read fairly extensively.

Much the same pattern emerges for radio listening. The local radio station, WCTC, is mentioned most often by both groups. But the local emphasis is stronger for the household respondents. The relative ranking of the stations receiving a meaningful number of mentions is about the same for both groups. With television as well, the pattern of choice is essentially the same for both. The relatively higher proportion of household respondents reporting watching channels beyond the two most frequently mentioned suggests a higher level of television viewing by this group, if one assumes that mentioning a larger number of channels is a crude index of greater orientatiion to television.

There are some differences between the two groups with regard to magazine readership. Both groups mention Life magazine most frequently. Thereafter, the emphases diverge, with some evidence that organizational representatives mention more magazines than do household representatives, the reverse of the pattern found with reference to television.

Overall Exposure to the Mass Media

We are now going to explore the relationship of the exposure of the respondents to the mass media to their attitudes and beliefs (Table VIII:2). The measure of overall media exposure, as indicated earlier in this chapter, is a count of the number of media agents the respondent reported that he read, watched, or listened to regularly.

Causes of and Solutions to Poverty

It will be recalled from earlier discussions about the content of media that for both categories of poverty material, causes of poverty and solutions to poverty, sub-types were created -- internal and external causes and solutions. Equivalent items were developed for the interviews. For the analysis that follows, in addition to the specific "indicants," that is, the items in the interview used to indicate attitudes toward internal and external causes and solutions, attitudinal measures were created by summing the number of indicants which the respondents endorsed as causes of poverty or solutions to poverty.

The question then, is the extent to which higher levels of exposure to the mass media are related to endorsement of statements about causes of or solutions to poverty. As it develops, for both samples, there are no significant associations between the measures of overall exposure and the attitudinal measures. It may be said, therefore, that the tendency to endorse indicants of causes or solutions is unrelated to measures of relative exposure to the mass media.

Description of Poverty

Both samples were asked to rate various characteristics attributed to poverty in the media. Questions about three of the characteristics, "extensiveness," "complexity" and "ease of solution," were used in both questionnaires in essentially the same format. Two additional questions, "seriousness" and "interesting," were used only in the organization questionnaire. Two other indicants of characteristics, used in both questionnaires were derived from items designed originally for other measures. The "extent to which poverty was seen as a high priority problem" was taken from the item in which respondents were asked to rank the relative importance in the United States of four problems: the war in Vietnam; race; crime; and poverty. The rating of "poverty as an important problem" was derived from the ranking assigned by respondents when they were asked to rank a list of problems in the local community.

As can be seen in Table VIII:2, a significant association is found among organization respondents for the overall measure of exposure and three of the seven indicants of description of poverty. No such associations are found for the household respondents. This suggests that the attitudinal measures are not related to the total number of media agents mentions, for household respondents, while there is some tendency for such a relationship among the organization respondents.

Description of the Poor

From the items used in the section of the questionnaires dealing with "description of the poor," (see Tables V:9 and VII:9), three were selected to be used in the further analysis for both samples. These were:

1. Location - urban or rural
2. Race - Negro or white
3. Age - young or old

A fourth characteristic, sex, was used only with organization respondents.

There is essentially no relationship between overall exposure to the media and the indicants for the dimension, description of the poor. This suggests that the level of exposure to the mass media is not a factor in determining definition or description of the poor by respondents.

Information about Poverty

The items used originally to explore the level of information about poverty among the respondents are shown in Table V:6 and Table VII:6. In this analysis four are used for organization respondents, and five for household respondents, as shown in Table VIII:2.

There is no relationship, for organization respondents, between any of the information indicants and the total number of media agents to which exposure is claimed. By contrast, among household respondents there is a significant association for four of the five indicants.

Summary

If our question is rephrased to: "Do people who report higher levels of exposure endorse the indicants of attitudes and information?" the answer seems to be: To a minor degree, in two areas. Clearly, there is no such relationship for any of the indicants of causes of or solutions to poverty, for either sample. In the area, description of poverty, there are significant associations on three of seven indicants for organization respondents, none for household respondents. By contrast, in the area, information about poverty, there are significant associations on four of the five indicants for household respondents, but none at all for organization respondents. Thus it would seem that being informed is highly associated with level of exposure to the media, for the household sample, but not for the organization sample. This finding suggests that members of the organization sample rely more on alternative sources of information and are relatively unaffected by the number of media agents to which they report being exposed.

Influence of Overall Exposure, by Media Types

We now turn to the question of whether the amount of exposure to specific media types has an influence on the endorsement of indicants of attitudes and information (Table VII:3).

Causes of and Solutions to Poverty

For organization respondents, there is no such association, with one exception, that between the number of newspapers read and the measures of external solution to poverty. Thus we can say that the responses of the organization sample were unrelated to the level of exposure within media types.

Among household respondents, exposure shows somewhat more association with the attitudinal indicants, but the association remains modest at best. The significant associations are with two media types, radio and television, for two of the indicants, and one total. Thus, for both samples it may be said that the level of exposure to media types is unrelated to the endorsement of indicants of causes of and solutions to poverty.

Description of Poverty

It may be recalled (Table VIII:2) that there were three significant associations between the measure of overall exposure and these indicants for the organization sample, but none for the household sample. As we examine the relationship for each media type, we find for the organization sample, that there are four significant associations between overall exposure to magazines and the indicants, and two for newspapers. And while no significant associations showed up for the household sample, there are now two each between overall exposure within magazines and radio and the indicants. Therefore, to the extent that there is any association between numbers of each media type mentioned and attitudinal items used as descriptions of poverty, the association would appear to be strongest for magazines.

Description of the Poor

Above (Table VIII:2) we found no relationship between exposure and these indicants, and this holds when we look for a relationship within media types. For both samples, there is one significant relationship, in each case with the indicant, "race."

Information about Poverty

Though for organization respondents no relationship was found (Table VIII:2) between the measure of overall exposure and these indicants, we now find significant associations within both radio and magazines between the measure of exposure and two of the indicants. Turning to the household respondents, where we previously found four significant associations of five possible between the measure of exposure and these indicants, it is clear that this relationship emerges from exposure to both newspapers and television. The associations between media type exposure and being informed about poverty are more numerous and, to that extent, stronger. There are significant associations with the level of newspaper exposure and four of the indicants, with the level of magazine exposure and three of the indicants. One indicant, knowledge about the availability of legal services for the poor, is associated with level of exposure with three of the media types, newspaper, radio and magazines, although there is little likelihood that information about the local program of legal services was carried in national magazines. In addition, it will be shown later that the number of people who rely on magazines as a major source of material about poverty is quite small.

Summary

The question posed here was whether there was any relationship between the level of exposure within media types and endorsement of the attitude and information indicants about poverty. Little association was found for either sample with regard to three types of indicants: causes of poverty, solutions to poverty, and description of the poor. A moderate relationship was found for organization respondents, between level of exposure to magazines and indicants in the category, description of poverty. And a fairly strong relationship was found for household respondents between level of exposure within newspapers and magazines and the indicants of being informed about poverty. It may be said, therefore, that magazines would appear to be the most potent source of influence, though those who cite magazines as a source of information about poverty are a minority in both samples. Thus it may be that the factors that lead to such exposure also lead to being aware and informed about poverty.

Influence of Exposure to Media Agents on Attitudes

The issue to be pursued here is whether exposure to media agents, grouped according to the categories discussed earlier in this chapter, have any influence on the endorsement of indicants. (Table VIII:4). It should be noted that there are some differences in the number of agents utilized for organization and household respondents in this analysis, because of sharp differences in exposure. For example, the number of organization respondents reporting reading women's magazines, or Ebony was too small for any meaningful analysis.

Causes of and Solutions to Poverty

There is little association, for organization respondents, between exposure to types of newspapers and attitudinal indicants of causes of poverty. However, there are two significant associations, of three possible, for the local newspaper and the indicants of solutions to poverty. Among household respondents, there is one significant association between the local newspaper and this indicant, attitudes toward solutions to poverty.

Radio is not a factor in the endorsement of causes or solutions indicants, for either sample, with one exception. Among household respondents, the black-oriented station shows three significant associations of three possible with indicants of both causes and solutions. The relationship between metropolitan and educational television, among organization respondents, is quite strong. Finally, for both samples, for both sets of indicants, there is little association with magazines.

Description of Poverty

It was noted above, in the analysis of the influence of media types (Table VIII:3) that, for organization respondents, there was a relatively strong relationship between exposure to magazines and indicants of attitudes to the description of poverty. It would appear, however, that this results from a rather general exposure, since the number of significant associations for both news and general magazines is quite low.

The next most potent media type found was newspapers. We now find that the strongest influence was the local paper, there being four significant associations of seven possible. And finally, the media type analysis showed just one significant association for each of radio and television. The pattern for radio shows no particularly strong influence. But both metropolitan and educational television show three of seven possible significant associations. Thus, readership of the local newspaper and exposure to two categories of television appear to be related to the endorsement of these indicants.

Turning now to household respondents, it was noted in the earlier analysis that there were just two significant associations between readership of magazines and the indicants. Examining the relationships for particular types of magazines we find a modest association, five significant associations of 15 possible, for women's magazines. It was also noted earlier that there were two significant associations between these indicants and radio, for household respondents. Examining the results by the types of radio stations the only kind with more than one significant association is "black," that is to say, there are two significant associations between the attitudinal indicants and the one radio station directed to the black audience, of a possible five such associations.

An interesting difference between the two samples shows up with reference to the influence of different types of newspapers. While the local paper was most important for the organization sample in terms of their descriptions of poverty, it shows no significant associations among householders. But there are six of 20 possible associations for the metropolitan papers. There was a difference, too, with regard to television. There were no significant associations, among organization respondents, for network television, but among householders, there are three of 15 possible. At the same time, it should be noted that the educational television channel maintains its relative importance with this sample as well. For householders then, the more potent associations appear to be between educational television, metropolitan newspapers, and women's magazines and the attitudinal indicants.

Description of the Poor

We have seen that there was virtually no relationship between the measure of overall exposure and descriptive statements about the poor. For both samples there was but one significant association, between exposure -- within magazines for the organization sample, within newspapers for the household sample -- and the indicants, both with that of "race."

Now when we turn to examine the relationship to exposure for those in the organization sample who cite various types of magazines, we find essentially no relationship. There are no significant associations for types of television channels, except for network television. Likewise, it is clear there is no relationship between exposure and listening to a particular kind of radio station. With regard to newspapers, the most salient are the metropolitan papers, though they only produce three significant associations of 16 possible.

For household respondents, where newspapers were the only media type to yield a significant association between exposure and the indicants of description of the poor, metropolitan papers, with three significant associations of nine possible, are the most salient. Among radio stations, those featuring talk shows appear to be most influential. There is no evidence of any particular tie between exposure to types of television and magazines and the attitudinal indicants. Thus, within media types, metropolitan newspapers are important to both samples, talk radio is of some significance to householders, and network television to organization respondents. In all cases, however, the association is modest, at best.

Information About Poverty

When we first looked at the relationship between overall exposure and the indicants of being informed about poverty (Table VIII:2), no significant associations were found at all for the organization respondents. Nevertheless, when we looked further at this relationship within media types (Table VIII:3), significant associations were found within two of them, radio and magazines, for two of the indicants in this category. Focusing now on the types of radio stations, we find one significant association with each of four of the five types. This suggests a weak but diffuse influence for radio. The relationship within the two types of magazines is equally weak.

The relationship between overall exposure and the indicants in this category was found to be quite different for the household sample. There were found significant associations between the measure of exposure and the indicants of five possible. This relationship was found to derive primarily from exposure to newspapers (four significant associations of five possible) and to magazines (three of five possible). Looking first at exposure to newspapers, the highest proportion of significant associations is for the local paper (two of five possible), the proportion for state (three of 10 possible) and metropolitan papers (four of 20 possible) following in that order. As to the influence of magazines, there is a moderate level of relationship between exposure and the indicants for news magazines (six of 15 possible) and a modest level for general magazines (seven of 20 possible).

Earlier we found, for the household sample, just one significant association between exposure and the indicants for radio as a media type. This apparently was the result of a relatively strong relationship between exposure to the black radio station and the indicants (four significant associations of five possible) and a modest relationship with the local station (two of five possible). As for television, there were no significant associations between this media type and the indicants. Nevertheless, looking at the relationships for individual channels, there was a modest relationship between both the educational channel (two of five possible) and national outlets (five of 15 possible) and the indicants.

Summary

What can be said, then about the influence of the level of exposure to groups of media agents and the propensity to endorse indicants of attitudes and information? Clearly, there is no strong relationship in any particular instance. With regard to newspapers, metropolitan papers showed significant associations for all indicants in both samples, but can be considered salient only with regard to two sets of indicants (both for household respondents), description of poverty and being informed about poverty. The state-wide papers seem related only with regard to one set of indicants, for householders.

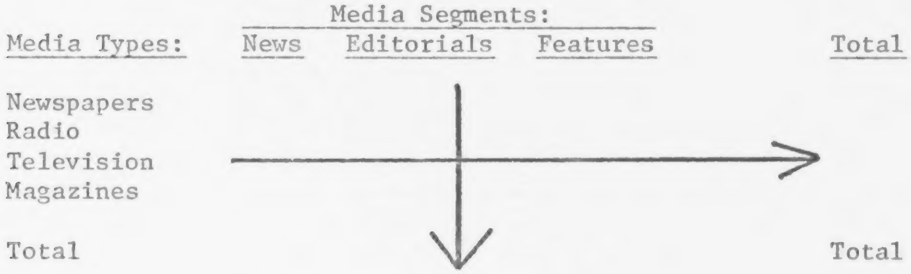
While radio is widely listened to, it is related to attitudes and information about poverty only in a few instances, and only with regard to household respondents. The talk stations are salient for one category of indicants, and the black-oriented station for three of the five. The pattern for television is somewhat different, the significant associations being concentrated much more for both groups of respondents. Among organization respondents, metropolitan and education television each appear to be important for two categories of indicants, causes of poverty and description of poverty. Among household respondents, level of exposure to network television is related to two of them, description of poverty and information about poverty. Level of exposure to magazines seems to be relevant in a diffuse way, for householders. Each type of magazine shows an important number of significant associations with just one set of indicants, and just one indicant, information about poverty, showing an important number of significant associations with more than one type of magazine (except for black). For householders, this category of indicants is the one that shows the most consistent relationship with level of exposure to the media.

Effect of the Proportion of Poverty Material in the Media

We will now examine the second question raised at the beginning of this chapter: Is there any relationship between exposure to poverty material, as measured by the proportion of such material in the media to which the respondents were exposed and the attitude and information indicants? The question will be dealt with in two steps: in terms of an overall total, and broken down by media types.

In the earlier discussion of the media (Chapters II and III), explanations were given for the categories of media segments (news, features, editorials, and so on) that were analyzed and for the procedures used to obtain a measure of the poverty material in each of these segments, in each of the media agents. In this chapter we will be concerned with overall measures of poverty exposure, for total media exposure, for media types and agents, and for each of the segments contained within the agents. A brief review of the procedures for obtaining the total measure is pertinent.

Based on the proportion of poverty material characteristics of the segments, values were assigned for each segment, for each agent. Thus, for each respondent, scores were generated representing the content of his exposure to the media agents he mentioned. These scores were then summed in two ways, as outlined in the diagram below:



Across to obtain total values for all segments within each media type, and down, to obtain values for segments across all media types. By summing the total values across or down, overall scores were obtained for each respondent, for all media types and all segments.

We will first examine the relationship, if any, between the total scores for all poverty exposure, for all exposure to poverty materials in news segments, in editorials and features, on the one hand, and attitudes and information responses on the other. Then we will look at the same series of relationships for each of the media types. Finally, we will examine the relationship of exposure to types of poverty content to the various indicants.

In addition, we will use another measure developed earlier (Chapter III, pg. 25), "multiplicity of references." Using the category, "solutions to poverty," which contain the most numerous poverty items, a score was generated to represent the total number of such references to which the individual might have been exposed, by media type, and in total. This measure was designed to give some indication as to the relative importance or "potency" of sheer repetition, another way of pursuing the possible relationships between measures of exposure to the media and indicants of attitudes and information.

Overall Poverty Material Exposure

In the analysis that follows (Table VIII:5), the population of respondents used is restricted to those who cited one of the mass media as a major source of poverty information.

Causes of and Solutions to Poverty

Among organization respondents, there were no significant associations between any of the measures of exposure to poverty content and any of the indicants of attitude or information. In short, attitudes dealing with causes of and solutions to poverty appear to be independent of exposure to types of poverty material, as reflected by these measures. The same result is found for household respondents, there being just one solitary significant association between any measure of exposure and an indicant of attitude or information.

Description of Poverty

These are the only indicants, as far as the organization respondents are concerned, for which there are any significant associations between the measures of exposure and items concerning attitudes and information. The largest number of significant associations is found for the measure of multiplicity. It might also be noted that this is the only instance in which there are more significant associations for organization respondents than for householders.

For organization respondents, there are three significant associations of seven possible with the measure of multiplicity. There are two significant associations between the measure of exposure to the proportion of poverty material in news stories and the indicants of attitudes. Each of the four measures shows a significant association with one indicant, "serious," while two of the measures of exposure to content show a significant association with another, "interesting." Among household respondents, two of the measures of exposure each show a significant relationship with one of the indicants. The finding suggests that there is virtually no relationship between the measure of overall exposure to poverty content and the attitudinal indicants for the household sample and, for the organization sample, where we have previously found indications of a relationship between exposure and these attitudinal items, it would appear that multiplicity of mentions by the media agents is the most important factor.

Description of the Poor

For the organization respondents, there are no significant associations between the measures of overall exposure to the media content and the indicants in this category. The findings are essentially the same for the household sample, there being significant associations between two of the exposure measures and just one of the indicants - "age."

Information about Poverty

The difference between the two samples is probably sharper here than for any other comparison in this series. There are no significant associations among organization respondents for the measures of exposure to media poverty content and the indicants in this category. Among household respondents, however, two of the exposure measures show four significant associations of five possible, and the other two show two each. Two of the indicants show significant associations with all four of the measures. For the household sample, there is clearly a strong positive association between the extent of exposure to poverty material in the media and being informed about poverty.

Summary

We have explored the extent to which exposure to the measures of the proportion of poverty content in various media segments is related to the endorsement of attitude and information items. Of the five groups of indicants, there are just two for which such a relationship is found in any magnitude: "description of poverty" for organization respondents and "information about poverty" for household respondents. For the organization respondents, multiplicity of items appears to be the most important factor. For the householders, the proportion of poverty material in editorials and features, and the total proportion of poverty material seem to be the most potent sources of influence.

Overall Exposure within Media Types

In the analysis that follows, (Table VIII:6) the focus is on those people who cited one of the media types as a major source of information about poverty. As a result of the smaller number of cases when this sub-sample is used, the analysis is restricted to two media types, newspaper and television, which received the largest number of mentions as major sources in both samples.

Causes of and Solutions to Poverty

In the above analysis of exposure to poverty material in media segments, no significant associations, for organization respondents, were found between the measures of exposure to proportions of poverty material in the various media segments and the indicants of causes of and solutions to poverty. When this relationship is examined within the two specific media types, newspapers and television, the finding remains the same. There is but one significant association between these measures of exposure and the indicants (with newspapers). Thus it may be concluded that levels of exposure to poverty content in specific media segments is unrelated to responses on the questionnaire items.

In the earlier analysis, household respondents likewise showed little association between the measures of exposure and these indicants. The one association that was found (in Table VIII:5) is apparently due to the strength of the influence of newspaper exposure. This further analysis reveals little influence for any of the measures of exposure. It would seem then, that attitudes about external solutions to poverty are influenced by exposure to poverty material in newspapers, for the household sample.

Description of Poverty

The earlier analysis of the influence of exposure to poverty material in various media segments showed one measure, multiplicity of items, to be somewhat influential for these indicants, for the organization sample. When we examine the results within the two media types, multiplicity turns out to be significantly associated with two of the seven indicants in this dimension within television, but not at all within newspapers.

The result is somewhat the reverse for the household sample. The analysis for all media types (Table VIII:5) showed one significant association for each of two exposure measures, of five possible. Now we find that both of these have significant associations with two of the five indicants, within newspapers, as does multiplicity. One of these measures, the proportion of poverty material in editorials and features also shows two significant associations within television. Within both media types, however, none of the measures of exposure appears to be strongly influential.

Description of the Poor

In the earlier analysis, there were no associations between these indicants and the overall measures of exposure for the organization sample, and just two for the household sample. When we examine the results for particular media, the pattern is a little different. For the organization respondents, there are two significant associations between one of the indicants and two of the measures for newspapers, and one for television. For the household sample, there are none for newspapers, and one each for two of the indicants in television exposure. The embracement of these attitudes by members of both samples is relatively independent of exposure as determined by the measures used here.

Information about Poverty

For all media types, no association at all was found between the measures of exposure and the indicants in this category, for the organization sample. This holds true when we look at the measures of exposure for those who report newspapers as their most important source of information,, and is essentially the same for those who report commitment to television exposure, although there are significant associations between two of the exposure measures and one of the indicants.

The pattern for the household sample was quite different, there being strong relationships between two of the measures of exposure, those for poverty editorial and feature material, and total material, and four of the five indicants. Examining the two media types we find one of these measures, exposure to the proportion of poverty material in editorials and features, shows just one significant association with the indicants in both newspaper and television. the other, proportion of total material that is poverty material, shows one significant association within newspapers but three of five possible within television. The measure, proportion of poverty news, which showed two significant associations in the analysis without regard to media types, shows two such associations for television and one for newspaper. What we seem to find then, is that the relative importance of exposure to total poverty material derives from exposure to television; that the relative importance of exposure to poverty material in editorials and features does not derive from newspaper or television (radio or magazines perhaps); and that association of exposure to poverty news material and attitudes seems to drive somewhat more from television than newspapers.

Summary

The purpose here has been to explore the relationship between measures of exposure to the proportion of poverty material in media segments and indicants of attitudes and information, within two media types. Exposure measured in this way proved to be of no importance to the endorsement of attitude items in the organization sample. It was important to householders, at least for one dimension, that of information about poverty, and, within media types, newspapers and television were about of equal importance for those respondents who indicated each of these media types as their most important sources of poverty information.

Exposure to Media Poverty Content

We come now to the third basic question to be raised in this chapter: Is there a relationship between proportion of different kinds of poverty material - using the categories developed and described in Chapter III, that is, causes of poverty, solutions to poverty, and so on - and the responses to the comparable items on the questionnaire? Based on the proportion of poverty material found in each of these dimensions, each media agent was given a score. Then exposure scores were generated for each respondent, based on the media agents mentioned by the individual respondent. Thus, a score was created for each respondent, with reference to the media agents mentioned, and collected for the media types. In turn, a total score was created for each poverty content category.

Here we will examine the relationships of exposure to levels of media content to the indicants of attitudes and information. That is, we will explore the extent to which exposure to categories of media poverty content can be said to influence the endorsement of items on the questionnaire. In addition, the measure of multiplicity will be utilized in this analysis.

Overall Exposure to Media Poverty Content

Causes of and Solutions to Poverty

It is quite clear that for both samples, exposure to material concerning causes of or solutions to poverty had no influence on the responses to the comparable interview items. Nor, apparently, does exposure to any other kind of poverty material influence responses to these indicants. Thus, one must conclude that exposure to varying kinds of poverty material is not relevant to the responses of either organization or household respondents.

Description of Poverty

There is a moderate number of significant associations between level of exposure on three of the measures of poverty material and the indicants in this category for organization respondents. The largest number of significant associations comes not from the content category, "description of poverty," which most directly matches the interview items, but rather from the content category, "description of the poor." The pattern is somewhat different for household respondents. In general, there is little relationship between the exposure measures and the indicants. However, the greatest number of significant associations is found between the content category, "description of poverty," and the comparable indicants.

Description of the Poor

Clearly, there is no relationship between exposure to poverty material in the media and the indicants of description of the poor.

Information about Poverty

As has been the case previously, there is little relationship between the measures of exposure to poverty material and these indicants, for the organization respondents. Among household respondents, the pattern is somewhat stronger. Each of the measures of exposure shows significant associations with at least two of the five indicants of information about poverty. The multiplicity measure likewise shows a significant association with two of the indicants.

Exposure to Poverty Material, by Media Type

We come now to an examination of the relationship between the measures of exposure to poverty content and the indicants of attitude and information, within media types. (Table VIII:8). Here again, the respondents used for the analysis will be those who cited one of the media types as their most important source of information about poverty. Because of the smaller numbers involved, the analysis is restricted to the two media types, which were cited most often as major sources of poverty material, newspaper and television.

Causes of and Solutions to Poverty

In the analysis without regard to media type, it was found that there was essentially no relationship between exposure to poverty material and respondents on items representing this category of indicants. We find this pattern holds for the organization respondents, with newspapers as the major source, though for television, there are a few significant associations for two of the media content categories and attitudes: description of poverty and description of the poor. The pattern of no association also holds for the household respondents, with regard to newspapers, for responses to items concerning causes of poverty. There are, however, a goodly number of significant associations, within newspapers, between two of the measures of exposure and responses to items concerning solutions to poverty. Exposure to poverty material on television continues to be unrelated to responses to the interview items.

Description of Poverty

In the prior analysis. for all the media, we found a moderate number of significant associations between the measures of exposure and the indicants in this category, for organization respondents, and a similar association for one of the content dimensions, description of poverty. When we look at the results by the two media types, for organization respondents, we find a minimal number of significant assocations between the measures of exposure and the indicants. This finding suggests that the overall relationship, to the extent that it does exist, must derive from other sources.

For the household sample, where there was little overall relationship between the measures and the indicants, we now find a relatively high number of significant associations, for all measures of exposure, within newspapers. And each of the measures, except for multiplicity, shows at least one significant association within television, that is, among those who cited television as a major source. Thus, when we separate out those for whom newspapers are declared as a major source of poverty information, we find an impressively large number of significant associations between the measures of exposure to poverty material and the responses to indicants of description of poverty.

Description of the Poor

The analysis above, for all the media, showed no relationship between exposure to poverty material and responses to this category of indicants, for both samples. This pattern holds, for both samples, for both media types, with one exception. For those organization respondents who report newspapers as their major source of poverty information, there are four significant associations of 20 possible between the measure of exposure to poverty material in the dimension, "description of poverty," and responses in the category, "description of the poor."

Information about Poverty

There was a modest relationship for two of the measures of exposure, among organization respondents, and for all of the measures of exposure, among household respondents, in the earlier analysis for those who cited any media type as a major source of poverty information. Focusing now on those who cited newspapers or television as major sources, we find virtually no relationship for organization respondents. But among household respondents, we do find a modest number of significant associations for each of the measures of exposure, particularly for those who gave television as a major source of poverty information.

Summary and Conclusions

The aim of this chapter was to explore, for each of the samples as a whole, the relationship between measures of exposure to the mass media and endorsement of various attitude and information items. This procedure was designed to provide some clues to the extent to which patterns of attitudes, values and beliefs could be said to be influenced by the pattern of exposure to the mass media and its poverty content.

The first measure of exposure utilized was a total count of the number of media agents listed by the respondents. The issue here was to find out whether the level of exposure itself, without reference to the content of the media, was related to the attitudes. There proved to be a fairly strong relationship, for organization respondents, between overall exposure and the indicants of one dimension, "description of poverty." For household respondents, there was a strong relationship between the measure and the indicants of the dimension, "information about poverty." This pattern holds when the relationships are examined within media types, particularly with magazines for organization respondents and newspapers and magazines for household respondents. When, however, we narrow our focus to particular media agents, no strong pattern emerges. Exposure to the local newspaper appears to be somewhat more salient for organization respondents, exposure to metropolitan papers more salient for householders. Exposure to the black-oriented radio station is fairly important among householders, though as we know, this exposure is found primarily among black respondents. Exposure to metropolitan and educational television channels shows some relationship to attitudes among organization respondents, while network and educational channels seem more important for household respondents. Finally, there appears to be a diffuse pattern of relationships for householders, between exposure to various types of magazines and indicants of attitudes.

These findings suggest that for organization respondents, there is a degree of influence between the overall measure of exposure to the mass media, that is, number of agents mentioned, and one dimension of attitudinal indicants, "description of poverty." This relationship arises from exposure to magazines and to some extent, newspapers. But no particular type of magazine is of major importance and, among newspapers, the local paper is most significant. Among household respondents, the measure of exposure seems most influential with the dimension, "information about poverty." The relationship arises primarily from exposure to newspapers, network television, and news and general magazines.

The second set of measures of exposure utilized was the proportion of space devoted to poverty material in news stories, editorials and features, the total for all segments utilized in the media analysis, and the total number of poverty pieces found in the media. This analysis was restricted to that portion of the two samples which cited one of the media types as a major source of poverty information.

It was found that, for organization respondents, the only significant relationships between the measures of exposure and the indicants of attitudes and information were with the dimension, "description of poverty," the dimension that was important for the overall measure of exposure. The measure of multiplicity was most frequently related to these indicants. Among household respondents, once again, exposure to poverty material was important with regard to just one dimension, "information about poverty." Measures of exposure to poverty in two segments, editorials and features, and total segments, were influential for this dimension. Shifting our focus to the two media types, newspaper and television, we find that for organization respondents, there is no relationship between exposure and the indicants of description of poverty, for those who rely on newspapers as a major source, and only a minor one between exposure and the indicants for those who rely on television. Among household respondents who rely on television, exposure to poverty material in one media segment, editorials and features, and the proportion of poverty material in all segments shows a modest relationship to the indicants, "information about poverty." For householders who rely on newspapers, this relationship is minimal. Interestingly, for householders, while there is essentially no relationship between general exposure and the indicant, "description of poverty," for those who rely on newspapers as a major source of information, there does appear to be some relationship between this measure and these indicants.

It would seem then, that while for each sample there are relationships between these measures of exposure to poverty content and the same categories of indicants as was the case for the measure of the number of media agents to which respondents were exposed, the latter set of relationships is stronger, as measured by the number of significant associations found.

The third way of measuring the influence of exposure to poverty material in the media was to develop a measure of exposure related to the content of the poverty material. The issue here is whether there is a fit between exposure to poverty material, coded into several dimensions, and the propensity to endorse indicants of attitudes and information developed for the questionnaire based on the same dimensions.

The pattern revealed in the first two analyses manifests itself again here: among organization respondents, exposure to poverty material, whatever the dimension, is found to be related almost entirely only with one of the indicants, "description of poverty," while among household respondents, the relationship is most frequent for the indicants, "information about poverty." There is little evidence of a direct relationship between exposure to a dimension within the media, and responses along that same dimension to the questionnaire items.

When we examine the results for those who report relying on newspapers or television as their major source of poverty information, a considerably different pattern emerges. For organization respondents, (without regard to major source) there is no particular relationship between the measures of exposure and the indicants. But among household respondents who report newspapers as their major source, there is a diffuse, moderately strong pattern of association between exposure and three of the indicants. Among householders who report television as a major source, there is a moderately large number of associations between the measures of exposure and the indicants for information about poverty. In no instance, however, do we find much evidence of a strong influence between a dimension of poverty material and the related category of indicants.

Table VIII-1

Percent Distribution of Organization and Household Respondents Reporting Exposure to Each Media Agent, by Media Type

Media Agents:	Representatives of Organizations	Representatives of Households
(Bases)	(172)	(539)
Newspapers		
(New York Metropolitan)		
New York Times	58%	27%
New York Daily News	25	30
Wall Street Journal	16	3 +
New York Post	6 +	2 +
(State)		
Newark Star Ledger	24	21
Newark News	11	6
(Local)		
New Brunswick Home News	84	82
Franklin News Record	5 +	* +
Highland Park Recorder	3 +	* +
(Black-oriented)		
Afro-American	1 +	* +
Radio Stations		
(News)		
WCBS	14	9
WINS	3 +	2 +
(Popular music)		
WNEW	12	11
WABC	5 +	16
WMCA	2 +	2 +
WJRZ	1 +	2 +
(Serious music)		
WPAT	3 +	2 +
WQXR	1 +	2 +
WVNJ	1 +	2 +
(Talk and information)		
WOR	28	21
WNBC	8	5
(Local)		
WCTC	32	43
(Black-oriented)		
WNJR	3	11

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* Less than .5%.

+ Indicates media agents that are dropped from the analysis when we moved beyond the total samples, because of the small numbers involved.

Table VIII-1, cont.

Media Agents:	Organizations	Households
(Bases)	(172)	(539)
Television		
(National network)		
NBC	61%	66%
CBS	55	72
ABC	23	48
(New York Metropolitan)		
WNEW	19	29
WOR	5 +	13
WPIX	2 +	10
(Educational)		
NET	13	14
Magazines		
(News)		
Time	23	14
Newsweek	22	8
Business Week	7	-- +
U.S. News & World Report	-- +	3 +
(Women's)		
McCall's	-- +	10
Ladies Home Journal	-- +	8
Good Housekeeping	-- +	5
(General interest)		
Life	38	31
Look	22	16
Reader's Digest	18	15
Saturday Evening Post	13	10
(Black-oriented)		
Ebony	-- +	5
(Other)		
Saturday Review	1 +	2 +

-- No cases in category.

* Less than .5%.

+ Indicates media agents that are dropped from the analysis when we moved beyond the total samples, because of the small numbers involved.

Table VIII-2

Levels of Significance for Associations between the Level of Overall Media Exposure and Attitude and Information Items* Among Organization and Household Respondents

Indicants of Attitude and Information:	Organization	Household
(Bases)	(172)	(539)
Causes of Poverty		
Internal		
External		
Total		
Solutions to Poverty		
Internal		
External		
Total		
Description of Poverty		
Extensive		
Serious/bad	.005	Not used
Interesting	.025	Not used
Complex		
Solvable	.10	
High priority		
Important		
Description of the Poor		
Location	.10	
Race		
Age		
Sex		Not used
Information about Poverty		
Percent of local families who are poor		.01
Percent U.S. families who are poor		.005
Multi-Service Center		.10
Legal services	Not used	.005
Feel informed		

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* Relationships are shown where they are significant at the .10 level or better, for a one-tailed test using the Chi-square test with appropriate degrees of freedom.

Table VIII-3

Levels of Significance for Associations between the Level of Overall Exposure and Attitude and Information Items,* by Type of Media Exposure, among Organization and Household Respondents

(Bases) Indicants of Attitude and Information:	Organizations (172)				Households (539)			
	Newspapers	Radio	Television	Magazines	Newspapers	Radio	Television	Magazines
Causes of Poverty								
Internal						.10	.05	
External								
Total							.05	
Solutions to Poverty								
Internal								
External	.05					.10		
Total								
Description of Poverty								
Extensive	.05		.10	.025		.025		
Serious/bad				.025	-------Not used-------			
Interesting		.10		.005	-------Not used-------			
Complex				.01				
Solvable								.05
High priority	.025					.10		
Important								.005
Description of the Poor								
Location								
Race				.025	.10			
Age								
Sex					-------Not used-------			
Informed about Poverty								
Percent local families poor				.05	.005			
Percent U.S. families poor				.10	.005			.005
Multi-Service Center		.10			.01			
Legal services	-------Not used-------				.005	.10		.01
Feel informed	.10	.005						.05

---

* Relationships are shown where they are significant at the .10 level or better, for a one-tailed test using the Chi-square test with appropriate degrees of freedom.

Table VIII-4

Number of Significant Associations for Organization and Household Respondents by Exposure to Media Agents Grouped within Media Types, between the Level of Overall Exposure and Attitude and Information Items

Organization Respondents, Base = 172

Indicants of Attitude and Information:	Newspapers			Radio					Television			Magazines			
	N.Y. Metro (4)*	State (2)	Local (1)	News (1)	Music (1)	Talk (2)	Local (1)	Black (1)	Natl. (3)	Metro (1)	Educational (1)	News (3)	Women (0)	Genl. (3)	Black (0)
Causes of poverty (3)*	2	1	0	0	0	0	0	0	2	3	2	0	-	1	-
Solutions to poverty (3)	2	0	2	0	0	1	0	0	0	0	0	0	-	2	-
Description of poverty (7)	3	2	4	1	2	0	1	0	0	3	3	3	-	2	-
Description of	3	1	0	0	0	1	0	0	3	0	0	1	-	1	
the poor(4)	3	1	0	0	0	1	0	0	3	0	0	1	-	1	-
Informed about poverty (4)	3	0	0	1	1	1	1	0	0	0	0	1	-	2	-

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* Numbers under column headings indicate number of media agents in category, and numbers beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table VIII-4, cont.

Indicants of Attitude and Information:	Household Respondents, Base														
	Newspapers			Radio					Television			Magazines			
	N.Y. Metro (4)*	State (2)	Local (1)	News (1)	Music (2)	Talk (2)	Local (1)	Black (1)	Natl. (3)	Metro (3)	Educational (1)	News (3)	Women (3)	Genl. (4)	Black (1)
Causes of poverty (3)*	2	0	0	0	0	2	0	3	1	1	1	0	1	2	2
Solutions to poverty (3)	2	0	1	1	2	1	1	3	0	0	0	1	1	1	1
Description of poverty (5)	6	0	0	1	0	1	1	2	3	2	3	3	5	2	0
Description of the poor (3)	3	1	0	0	1	3	0	1	2	0	0	1	0	1	0
Informed about poverty (5)	4	3	2	0	2	1	2	4	5	2	2	6	2	7	0

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* Numbers under column headings indicate number of media agents in category, and numbers beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table VIII-5

Levels of Significance for Associations between the Level of Exposure to Proportions of Poverty Information in Selected Media Segments and Total Segments, and Attitude and Information Items among Organization and Household Respondents Who Cited One of the Media as a Major Source of Poverty Information

(Bases)	Organizations (123)				Households (439)			
Indicants of Attitude and Information:	Percent Poverty in:				Percent Poverty in:			
	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity
Causes of Poverty								
Internal								
External								
Total								
Solutions to Poverty								
Internal								
External							.10	
Total								
Description of Poverty								
Extensive								
Serious/bad	.025	.05	.01	.05	-------Not used-------			
Interesting	.05			.05	-------Not used-------			
Complex					.10			
Solvable								
High priority				.05				
Important						.025		
Description of the Poor								
Locality								
Race								
Age							.05	.05
Sex					-------Not used-------			
Informed about Poverty								
Percent local families poor						.025	.01	
Percent U.S. families poor					.01	.025	.025	.005
Multi-Service Center						.05	.10	
Legal services	-------Not used-------				.005	.05	.01	.025
Feel informed								

Relationships are shown where they are significant at the .10 level or better, for a one-tailed test using the Chi-square test with appropriate degrees of freedom.

Table VIII-6

Levels of Significance for Associations between the Level of Exposure to Proportions of Poverty Information in Selected Media Segments and Total Segments, and Attitude and Information Items Among Organization and Household Respondents Who Cited Newspapers or Television as a Major Source of Poverty Information

For Organization Respondents:

(Bases) Indicants of Attitude and Information:	Major Source of Poverty Information: Newspapers (52)				Television (39)			
	Media Segments:				Media Segments:			
	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity
Causes of Poverty								
Internal				.05				
External								
Total								
Solutions to Poverty								
Internal								
External								
Total								
Description of Poverty								
Extensive								
Serious/bad								
Interesting								.10
Complex								
Solvable							.025	.005
High priority								
Important								
Description of the Poor								
Locality					.10			
Race								
Age	.01	.005						
Sex								
Informed about Poverty								
Percent local families poor								
Percent U.S. families poor								
Multi-Service Center								
Legal services	--------------------Not used--------------------							
Feel informed							.05	.10

Relationships are shown where they are significant at the .10 level or better, for a one-tailed test using the Chi-square test with appropriate degrees of freedom.

Table VIII-6, cont.

For Household Respondents:

(Bases) Indicants of Attitude and Information:	Major Source of Poverty Information:							
	Newspapers (187)				Television (168)			
	Media Segments:				Media Segments:			
	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity
Causes of Poverty								
Internal						.05		
External					.10			
Total								
Solutions to Poverty								
Internal								
External	.05	.01	.05	.10				
Total								
Description of Poverty								
Extensive								
Serious/bad	Not used							
Interesting	Not used							
Complex	.10	.05		.10				
Solvable							.10	
High priority								
Important	.025	.05	.025			.10		
Description of the Poor								
Locality								
Race						.05		
Age							.05	
Sex	Not used							
Informed about Poverty								
Percent local families poor							.05	
Percent U.S. families poor	.005	.005	.005	.005	.025	.10	.01	
Multi-Service Center								
Legal services								
Feel informed					.005		.10	

Relationships are shown where they are significant at the .10 level or better, for a one-tailed test using the Chi-square test with appropriate degrees of freedom.

Table VIII-7

Number of Significant Associations for Organization and Household Respondents Who Cited One of the Media as a Major Source of Poverty Information, Between the Level of Exposure to Media Poverty Content and Attitude and Information Items

(Bases)	Organizations (123)					Households (439)				
	Media Poverty Content:					Media Poverty Content:				
Indicants of Attitude and Information:	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multi-plicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (3)	Multi-plicity (1)
Causes of Poverty										
Internal	0	0	0	0	0	0	0	0	0	0
External	0	0	0	1	0	0	0	0	1	0
Total	1	0	0	0	0	0	0	0	0	0
Solutions to Poverty										
Internal	0	0	1	0	0	0	0	2	0	0
External	0	0	0	0	0	0	0	0	0	0
Total	0	0	1	0	0	0	0	1	0	0
Description of Poverty										
Extensive	0	0	0	0	0	0	0	1	0	0
Serious/bad	3	3	1	3	1	-------------Not used-------------				
Interesting	0	2	1	1	1	-------------Not used-------------				
Complex	0	0	0	1	0	0	0	1	0	0
Solvable	1	0	0	1	0	0	0	0	0	0
High priority	3	1	3	3	1	0	0	0	1	0
Important	1	0	0	1	0	1	1	5	0	0

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* Numbers indicate the total number of significant associations possible.

Table VIII-7, cont.

(Bases) Indicants of Attitude and Information:	Organizations (123) Media Poverty Content: Causes (3)*	 Solutions (3)	 Descr. Poverty (5)	 Descr. Poor (4)	 Multi-plicity (1)	Households (439) Media Poverty Content: Causes (3)	 Solutions (3)	 Descr. Poverty (5)	 Descr. Poor (3)	 Multi-plicity (1)
Description of the Poor										
Locality	0	0	0	0	0	0	0	0	0	0
Race	0	0	0	1	0	0	0	0	0	0
Age	0	0	1	0	0	0	2	0	0	1
Sex	0	0	0	0	0	-------------	-Not used-	-------------		
Informed about Poverty										
Percent local families poor	1	0	0	2	0	0	1	1	0	0
Percent U.S. families poor	3	0	0	3	0	3	3	5	3	1
Multi-Service Center	0	0	0	0	0	0	0	0	0	0
Legal services	-------------	-Not used-	-------------			3	3	5	3	1
Feel informed	0	0	0	0	0	0	1	0	0	0

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* Numbers indicate the total number of significant associations possible.

Table VIII-8

Number of Significant Associations for Organization and Household Respondents Who Cited Newspapers or Television as a Major Source of Poverty Information, between the Level of Exposure to Media Poverty Content and Attitude and Information Items

(Bases) Indicants of Attitude and Information:	Organization Respondents Citing Newspapers (52)						Household Respondents Citing Newspapers (187)				
	Media Poverty Content:						Media Poverty Content:				
	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)		Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (3)	Multiplicity (1)
Newspapers											
Causes of poverty (3)*	0	0	0	0	0	(3)*	0	0	0	0	0
Solutions to poverty (3)	0	0	0	0	0	(3)	3	3	5	2	1
Description of poverty (7)	0	1	2	0	0	(5)	6	6	7	8	2
Description of the poor (4)	0	0	4	0	0	(3)	0	1	1	0	0
Informed about poverty (4)	0	1	0	1	0	(5)	3	3	5	4	1

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table VIII-8, cont.

(Bases) Indicants of Attitude and Information:	Organization Respondents Citing Television (39) Media Poverty Content: Causes (3)*						Household Respondents Citing Television (168) Media Poverty Content: Causes (3)				
	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)		Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (3)	Multiplicity (1)
Television											
Causes of poverty (3)*	0	0	3	0	0	(3)*	0	0	1	1	0
Solutions to poverty (3)	0	0	2	3	0	(3)	0	0	0	0	0
Description of poverty (7)	0	1	1	0	0	(5)	1	2	2	1	0
Description of the poor (4)	0	0	0	0	0	(3)	1	0	0	1	0
Informed about poverty (4)	1	0	2	0	0	(5)	7	3	7	2	2

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Chapter IX

THE EFFECT OF BACKGROUND CHARACTERISTICS ON THE RELATIONSHIP BETWEEN EXPOSURE TO THE MASS MEDIA AND INDICANTS OF ATTITUDES AND INFORMATION

In the preceding chapter dealing with both samples, we examined the relationship between exposure to poverty material in the media and the indicants of attitudes and beliefs about poverty, without regard to differences within the samples. Now we will look at these relationships for the household sample alone, to see whether the personal characteristics of the members of this sample have any effect on the relationships. The characteristics to be used in the analysis are:

1. Education - divided into two categories: some high school or less, and high school graduate or more;
2. Race - divided into two categories: black and white;
3. Age - divided into three categories: under 30 years of age, 30 to 49, and 50 or more.

Quantitative Exposure and Personal Characteristics

We will look at three levels or aspects of exposure: overall exposure, as measured by the total number of media agents mentioned; exposure within media types, as measured by the number of agents mentioned in each type; and exposure to types of media agents. The analysis is based on those respondents who mentioned exposure to some media agent.

Overall Exposure

In Chapter VIII, we found that the measure of overall exposure was related to only one of the dimensions of attitude and information, that of "informed about poverty." There were in fact, four significant associations of five possible. When we divide the sample into the two education categories, we find this relationship disappears (Table IX:1). In addition, level of education makes virtually no difference for any of the other indicants of attitude and information. The overall relationship is not confined to one or the other education group.

It is equally clear that the relationship between the measure of overall exposure and the indicants, "informed about poverty," is not confined to one of the racial groups. Nor is race a factor for any of the other sets of indicants. Age, however, does appear to have some relevance. There are two significant associations between the measure of exposure and the indicants of being informed about poverty, of five possible. In addition, there are two significant associations of three possible between the exposure measure and the indicants of causes of poverty, though there is no such overall relationship.

Overall Exposure and Media Type

We now wish to see whether the relationships between overall exposure and the indicants of attitude and information are affected when we examine the influence of personal characteristics, taking into consideration the level of exposure within media types (Table IX:2).

Education

Beginning again with level of education, we find that level of exposure to newspapers does make a difference for the distribution of significant associations. For those with more education, there are now five significant associations of five possible between the measures of exposure and the indicants, "informed about poverty," while there is just one for those with less education. In addition, there is a moderate level of significant associations between the measure of overall exposure and the indicants, "description of poverty," where this did not show up previously. Thus, the effect of education on the relationship between overall exposure and the indicants is influenced by the level of newspaper readership for two sets of indicants, particularly for the category, "informed about poverty."

It will be recalled (Table IX:1) that for the total sample, there was but one significant association between the measure of overall exposure and the indicants, "description of poverty," for those with more education. But with high exposure to radio, there are three significant associations of five possible between the measure of exposure and these indicants. Thus it would seem that the overall relationship for this indicant is influenced by those who read newspapers and listen to radio.

The influence of level of education on the relationship between overall exposure and the various attitudinal dimensions is not affected by the level of exposure to television or magazines, with one exception. For the total sample there were no significant associations between overall exposure to poverty material and the indicants of being informed about poverty. The effect of higher levels of exposure to magazines is to produce two significant associations between overall exposure and the indicants among those with a higher level of education, and one among those with less education, of five possible.

Race

We noted earlier that the relationship between overall exposure to poverty material and the indicants was not influenced by the race of the respondent. This continues to be the case when level of exposure to television is considered. But for white respondents, a higher level of exposure to newspapers and magazines results in a sharp increase in the number of significant associations between overall exposure and the indicants of being informed about poverty. Higher levels of exposure to radio also increase the number of significant associations for white respondents with regards to several of the indicants. Thus, where level of exposure to a particular media type does have an effect, it appears to have that effect on white respondents and not on black ones.

Age

We found earlier the relationship between the measure of exposure and the indicants was somewhat affected by the age of the respondents, those in the oldest age category showing more numerous significant associations with reference to causes of poverty and being informed about poverty. The findings here suggest that looking at the levels of media exposure adds little to our knowledge. The more numerous significant associations are produced by exposure to newspapers, and for both sets of indicants cited above, there is no particular pattern.

Exposure to Types of Media Agents

Having explored the issue of the extent to which the major media source influenced the relationship between the measure of overall exposure and the indicants as mediated by personal characteristics, we now will look more closely at the effects of the media agents of two media types, newspaper and television. (Table IX:3) (The others were excluded from the analysis because of the samll numbers of respondents who indicated them as the major source of information.)

Education

Reliance on newspapers among those with the higher level of education resulted in five significant associations of five possible between the measure of exposure and the indicants, "informed about poverty." But does the type of newspaper make a difference? Most potent would appear to be readership of the local paper, which produces three significant associations of five possible, then readership of the state papers, which produces two significant associations of ten possible. Overall, however, readership of the metropolitan papers produces the highest number of significant associations between the measure of exposure and the indicants for those respondents with high school or more education.

Among those with the lower level of education who rely on newspapers, we found originally just one significant association between exposure and the indicants "informed about poverty." Now, however, when we look for the influence of the types of papers, readership of the local paper produces three significant associations of five possible, and readership of metropolitan papers, two of five possible. Among those with less education, exposure to the three types of newspapers is not an influence with regard to the other categories of indicants.

With reference to those who rely on newspaper, we also found earlier a moderate level of significant associations, for both levels of education, between the measure of overall exposure and the indicants of description of poverty. Type of newspaper read does make a difference with regard to these indicants among those with more education, but not among those with less. Thus we find that exposure to metropolitan newspapers, for those with more education, leads to five significant associations of ten possible, and readership of the local paper leads to two such associations, of five possible.

Turning now to reliance on television, we already know that level of education has no influence on the relationship between overall exposure and the indicants, and that introducing the factor of reliance on television as a major source produces no differences. However, for either level of education, we find that exposure to network television does produce a moderate number of significant associations and, for those with less education, to a smaller degree, so does exposure to metropolitan television channels (on the indicants dealing with information about poverty).

In addition, reliance on educational television among those with more education produces a moderate number of significant associations between overall exposure and the indicants of description of poverty.

Race

The relationship between overall exposure and the indicants does not vary by race in general, but does for those who rely on newspapers with reference to the indicants of being informed about poverty: four significant associations of five possible for whites, but just one for blacks. When we look at the effect of reading particular types of newspapers, we find a somewhat higher total number of significant associations for whites, though for both whites and blacks, the type of newspaper does not appear to make a difference. Though there were no significant associations for whites, or for whites who relied on newspapers, between the measure of overall exposure and the indicants, "description of poverty," we now find five significant associations of ten possible for those who cite metropolitan newspapers. In addition, while there were no significant associations for white respondents who relied on newspapers, with reference to the indicants of solutions to poverty, when we break down the newspaper category, we find three such associations, of three possible, for those who cite the local newspaper. Among white respondents, exposure to metropolitan newspapers would appear to be most relevant to endorsement of the various indicants; among blacks, the type of newspaper seems to make little difference, with exposure to the local paper being least important.

And what about exposure to television? We know that race itself is not a factor in the association between the measure of overall exposure and the indicants, and that this holds for those who rely on television. Is the relationship influenced by the kind of television channels to which respondents are exposed? If we look first at the relationship for the indicants, "informed about poverty," where a strong relationship was found for the total sample, we find that, whereas no significant associations turned up for the media type as a whole, we do find such associations, particularly among white respondents. The number of such associations, however, is modest for all three types of channels. Based on the number of significant associations, network television may be the somewhat more significant source for white respondents who rely on television, and metropolitan television for blacks.

Age

We come now to the third personal characteristic, age. We have found that the relationship between overall exposure and the indicants is little influenced by age, with some evidence that the relationship is stronger (i.e., significant associations more numerous) for those 50 years of age or more. No particular pattern was found for those who relied on newspapers and here we turn to the issue of whether exposure to particular types of newspapers is a factor. The most general comment would be that the pattern remains essentially the same, that is, age makes little difference, but that there is a tendency for a larger number of significant associations to be found among those who rely on metropolitan newspapers, particularly in the younger and middle age categories.

For those who relied on television, likewise, age proved not to be a factor in the relationship between exposure and the indicants. When we go further and look at the types of television channels to which these respondents are exposed, we do not find any sharp divergence by age. However, for each age group, there is a tendency to higher number of significant associations among those who favor the network channels. Despite the lack of significant associations between overall exposure and the indicants of causes of poverty and solutions to poverty among those who rely on television as a major source, we now find a scattering of such associations, particularly weith reference to network television.

Summary

We have now examined the relationship between overall exposure and the indicants of attitude and information as it is affected by the three personal characteristics, education, race and age and, in turn, by exposure to media types and media agents. For the total sample four significant associations of five possible were found between the measure of overall exposure and the indicants, "informed about poverty." We find this relationship is not concentrated in any category of persons, though perhaps it was more likely to be found among those in the oldest age group.

When we looked to see whether the level of media exposure made a difference, we found that higher levels of exposure to newspapers produced a somewhat larger number of significant associations. Pursuing this further, we found that, within this group, the significant associations were more frequent for those respondents who had a high school education or more, were white, and in the age category of 30 to 49 years. When we look to see whether any particular type of newspaper accounts for the relationship, the pattern is not consistent. Local and metropolitan newspapers are most relevant for those with a higher level of education, type of newspaper does not make a difference among whites, and metropolitan papers are most relevant for all age categories.

We also examined the relationship for the effect of level of television exposure. The basic lack of relationship between overall exposure and the indicants as mediated by the personal characteristics was not altered by level of exposure to television. Looking at types of television channels for the indicants of being informed about poverty, we find a scattering of significant associations for all types for all categories of respondents. But the largest number of significant associations are found for those in each category who cited network television channels as their major source.

Proportion of Poverty Material in Media Segments and Personal Characteristics

As was the case at this point in the previous chapter, we are concerned here with two issues: 1) the influence of personal characteristics on the distribution of responses with this measure of exposure and 2) the effect on any relationships of controlling for the media type indicated by the respondent as the most important source of poverty material. The measure we will utilize here is the proportion of poverty material to be found in two media segments - news and editorials and features, as well as the proportion of such material in all segments. In addition, we will utilize the measure of the multiplicity of items.

Exposure and Personal Characteristics

Before proceeding, it might be well to recall the findings for the household sample as reported in Table VIII:5. None of the measures showed much relationship with any of the indicants except for the category, "informed about poverty." But here we found two significant associations between the measure of the proportion of poverty news and the indicants, and four significant associations between the proportion of poverty material in editorials and features, and the proportion of such material in all segments, and the indicants. Further, there were two significant associations between the measure of multiplicity and the indicants. Thus it was possible to say that the relationship between exposure, as measured by the proportion of poverty material to be found in various segments of the media, and the indicants of being "informed about poverty" was relatively strong, based on the number of significant associations found. We now turn to Table IX: 4.

Education

When we divide the household sample on the basis of educational level, we find the pattern of relationships for these measures of exposure remains about the same. That is to say, little indication emerges of relationships with indicants other than that of being informed about poverty. For those with some high school, exposure to poverty material in news segments appears to be more potent than other exposure, whereas for those with a higher level of education, the total proportion of poverty material, and the multiplicity of such material appear to be more relevant. For both levels of education, the measures of exposure are most highly associated with the indicants of being informed about poverty.

Race

As we have seen in other instances, race of respondent does not appear to be relevant to the distribution of responses with these measures of exposure. The measure of exposure, percent poverty, total, seems somewhat more relevant among whites, while among blacks, no one measure is any more important than any other. Once again, as with education, the most numerous significant associations are found with the indicant of being informed about poverty.

Age

Earlier in this chapter, we noted that while there was relatively little relationship between the measure of overall exposure and the indicants, the significant associations were more numerous in the oldest age category. The pattern seems about the same with these measures of exposure. It is only with those aged 50 or more that we find at least a moderate number of significant associations. The most numerous significant associations are between the measure of total poverty material in the segments and the indicants, with the number for multiplicity being almost as large. This suggests that exposure in general, rather than exposure to poverty material in any particular segment, is what is relevant for the people in this age category.

Exposure Level in Media Types and Personal Characteristics

We have selected out two media types -- newspaper and television -- for this analysis (Table IX:5). The reason is the same as that given before, that is, when the categories are broken down this far, the number of people involved with the other two media types becomes too small for reliable results.

Education

We found earlier that level of education did not make too much difference in the relationship between the measures of exposure and the indicants; that the most numerous significant associations were found with the measure of the percent poverty material in news, for those with some high school education or less, and with the total percent poverty material for those with more education.

When we focus on those who report newspapers as their major source of poverty material we find, in effect, that this group is not the source of the relationship with the indicants of being informed about poverty. In terms of the number of significant associations, reliance on newspapers for those with more education produces a higher relationship between the measures of exposure and the indicants, while the relationship virtually disappears for those with less education. Also, for those with a higher level of education, exposure to both poverty material in the news segment and the total amount of poverty material in newspapers are the most potent.

With television as the major source, we find no evidence that level of education is a factor. The overall pattern is such as to suggest that reliance on television does not contribute to the relationship between the measures of exposure and the indicants.

Race

We have noted that racial origins as a factor does not influence the distribution of responses with regard to the relationship between the measures of exposure and the indicants. For those who rely on newspapers, however, there are more significant associations for white respondents than for those who are black. This is true for all of the measures of exposure, and particularly with reference to the indicant of being informed about poverty.

The pattern is approximately the same for those who rely on television. Again, there are more significant associations among white respondents and more with the indicant of being informed about poverty, though exposure to television appears to be less potent than exposure to newspapers.

Age

Our finding with regard to age was that there was some tendency for there to be a larger number of significant associations between the measures of exposure and the indicants for those in the oldest age category. This is not the case, however, among those who rely on newspapers as their major source of information about poverty. While differences clearly are small, there is some tendency for there to be fewer significant associations for those in the oldest age category.

For those who rely on television, the larger number of significant associations are found equally for those in the youngest and oldest age categories. It is fairly clear that the relationship between the measures of exposure and the indicants of being informed about poverty found earlier among those in the oldest age group results in large measure from that portion of the category that relies television. It is interesting to note while there were few significant associations between the measures of exposure and the indicants of causes of and solutions to poverty, a substantial number appear among the youngest age group who rely on television.

Proportion of Poverty Material In Content Dimensions and Personal Characteristics

We come now to the third measure of exposure utilized, the relative amounts of poverty material found in the media coded into the categories of causes of poverty, solutions to poverty and so on. The issue then, is the extent to which relationships between these measures of exposure, and the indicants of attitude and information are mediated by the personal background characteristics of the respondents we have chosen to examine.

Exposure and Personal Characteristics (Table IX:6)

When we first looked at the relationship between these measures of exposure and the indicants of attitude and information (Table VIII:7), we found little of significance. There was little evidence, in particular, of a relationship between exposure to a particular type of content, for example, poverty material about causes of poverty, and responses on the indicants of attitudes to causes of poverty. One exception was the presence of seven significant associations, of 25 possible, for the measure of content pertaining to the description of poverty. In addition, each of the measures showed a modest number of significant associations with the indicants of being informed about poverty. It should be noted that there is no media content category, "information about poverty," because, in effect, information about poverty was found, in some form, in all of the material, and was not coded separately.

Education

We can now turn to our findings concerning the effect of the personal background characteristics. If we examine the diagonal of each segment of Table X:6, we can determine whether there are more numerous significant associations between related measures and indicants or between unrelated pairs. It would appear that, for both educational levels, the most numerous significant associations do not fall along this diagonal. The overall number of significant associations is considerably higher than might have been expected given our earlier finding of relatively few such associations. For both educational levels, the measure of poverty material in the category, "description of poverty," shows the highest number of significant associations with the indicants, while among those with a lower level of education, the measure, "description of the poor," has about the same quantity of significant associations. Finally, it should be noted that for those with some high school education or less, all of the measures of exposure show some significant associations with the indicants of being informed about poverty, while among those with a high school education or more, there are none at all. At the same time, there is a modest number of significant associations between all the measures of exposure and the indicants of description of poverty for those with more education, though for the sample as a whole, this relationship is quite weak.

Race

For white respondents, we do find one instance in which a greater number of significant associations between a measure of exposure and a comparable set of indicants is found on the diagonal of the table. There are seven significant associations of 25 possible between the measure, "description of poverty," and the indicants of attitudes on this dimension. On the other hand, this particular measure has the most numerous significant associations in general, among white respondents. There are far more significant associations between the measures of exposure and the indicants for white respondents, particularly with reference to the indicants of being informed about poverty. Thus, the overall association between these measures of exposure and the indicants, found earlier in Chapter VIII, is considerably influenced by the factor of race.

Age

For the younger and the middle age categories, responses to the items indicative of descriptions of poverty do appear related to exposure to material in this category in the media. For those 50 years of age or more, this pattern emerges with reference to indicants of solutions to poverty and the media content in this category. For the younger and the middle age groups, the measure of media content concerned with description of poverty shows the most numerous significant associations with the indicants. Among those in the oldest age category, exposure to material dealing with causes of poverty produces the largest number of such associations. With regard to the relationship of the measures of exposure to the indicants of being informed about poverty, the fewest significant associations are found for those under 30 years of age, the most for those in the two other age categories.

Summing up for the three personal characteristics, it would appear that, with regard to the relationship between the measures of exposure and the indicants of being informed about poverty, the basis for this relationship is among those respondents who are white, with a high school education or less, and under 30 years of age. Overall, the measure of exposure to material concerning the description of poverty shows the largest number of significant associations with the indicants.

Exposure within Media Types

Having looked at the relationship between the measures of exposure to various dimensions of media poverty content, we will now turn to the issue of whether major source of information, in this case, newspapers or television makes any difference for the results (Table IX:7).

Education

In the previous section we found that for both educational levels: a) significant associations between the measure of exposure to a particular dimension of media poverty content and attitudes representative of the same dimension (the significant associations along the diagonal of the table) were not noticeably more frequent than other combinations; b) exposure to material in the category "description of poverty," produced the most significant associations; c) there were somewhat more significant associations, overall, for those with the lower level of education; and d) all the significant associations with the measures of exposure and the indicant of being informed about poverty occurred among those with some high school or less.

When we focus on those who relied on newspapers as their major source of information, there is some increase in the number of significant associations found along the diagonal, that is, in the direct relationship between exposure to material in a particular dimension and responses to items concerning attitudes in that dimension. But the increase is minor, and it remains evident that exposure to particular kinds of poverty material is not reflected primarily in responses to attitude items in the same areas.

The saliency of exposure to material in the category of description of poverty remains for those with more than high school education, but among those with the lesser amount of education, exposure to material in the dimension of description of the poor now appears to be slightly more relevant. In contrast to the findings for the total sample, among those who rely on newspapers as their major source, the more numerous significant associations are found among those with the higher level of education. This suggests that newspapers have a greater impact on those with more education. Finally, and again in contrast to what was found before, the significant associations between the measures of exposure and the indicants are far more numerous among those with more education. This finding reinforces the suggestion above, that newspaper exposure has a greater impact among those with the higher level of education.

Examining the diagonals for those who rely on television, there is just one instance in which it would appear that there is any relationship between exposure to a particular type of poverty material, and responses to attitudinal indicants in the same area. This occurs among those with some high school education, with reference to the dimension of description of poverty. Exposure to material in this dimension produces the largest number of significant associations among those with the lower level of education, but no exposure measure shows any prominence among those with more than a high school education. The overall level of significant associations is lower than that for those who rely on newspapers and, in contrast to the findings for that group, there is a slight tendency for there to be more significant associations among those with the lower level of education. Finally, with regard to the relationship between the measures of exposure and the indicants of being informed about poverty, there is no difference on the basis of education among those who rely on television as their major source of poverty information.

A further finding might be noted. As was indicated in Table X:6, among those who cited a media type as a major source, there is a moderate level of significant associations for most of the measures of exposure and the indicants of solutions to poverty among those with the lower level of education. Here most of the significant associations between the measures of exposure and the indicants of solutions to poverty are found among those who rely on newspapers, and are higher for those with the higher level of education. No such associations are found for either education level among those who rely on television as a major source. This finding, too, suggests the saliency of newspapers in producing the relationship between exposure and the indicants, particularly for those with the higher level of education.

Race

Reviewing our findings concerning the relationship between the measures of exposure and the indicants by race, it will be recalled that: a) in only one instance was there a salient number of significant associations between an exposure measure and a comparable set of indicants -- among whites for the dimension, description of poverty; b) this same measure of exposure produced the largest number of significant associations, particularly for white respondents; c) there was a somewhat higher number of significant associations among white respondents; and d) all the significant associations between the measures of exposure and the indicants of being informed about poverty occurred for white respondents.

A similar pattern emerges when we focus on those who relied on newspapers as their major source. The saliency of the measure of material dealing with the description of poverty holds, particularly for white respondents. In addition, there are seven significant associations of 12 possible between the measure of exposure to material with the description of the poor and the related indicants of attitudes, among white respondents. The overall level of significant associations continues to be higher among white respondents and the number of significant associations between the measures of exposure and indicants of being informed about poverty are likewise higher among white respondents. It would seem, therefore, that exposure to newspapers as a major source of poverty material is more salient for white respondents.

This conclusion is supported by the results for those who rely on television as their major source. The saliency of the measure of material about descriptions of poverty remains for blacks, but not for whites. The overall number of significant associations is somewhat higher for blacks. The number of significant associations between the measures of exposure and the indicants of being informed about poverty is higher for whites than for blacks, but the difference is not as large as was true for those who relied on newspapers as a major source.

It is interesting to note that among those who cited one of the media types as a major source, for both whites and blacks, there is a moderate number of significant associations (four of 14 possible) between the measure of exposure to material dealing with the description of poverty, and the indicants of solutions to poverty. This relationship appears again among those who rely on newspapers as their major source. But in addition, the number of significant associations for all measures of exposure is higher with this indicant, and a scattering of such associations appear with the indicant of causes of poverty where there were almost none before. For those who rely on television, we again find significant associations between the measures of exposure and the indicants of causes of poverty particularly for blacks. At the same time we find none between exposure and the indicant of solutions to poverty.

Age

When we looked at the larger sample, those who cited a media type as a major source of poverty information, controlling for age, we found a) that for the younger and middle age categories, exposure to material on the description of poverty was salient for responses to attitudinal items in that dimension, but among the oldest age group, this pattern, to the extent that it existed, was found with reference to the dimension of solutions to poverty; b) the most numerous significant associations were found for the dimension, description of poverty, in the younger and middle age categories, while among the oldest respondents, the material dealing with causes and descriptions of the poor was most numerous; c) there was little difference, by age, in the overall distribution of significant differences; and d) the highest number of significant associations between the measures of exposure and the indicants of being informed about poverty were found among those in the youngest age category.

Basically, the same pattern appears among those who cite newspapers as their major source. One difference is that in this category, among those age 50 or more, the measure of exposure "description of poverty," now has the largest number of significant associations, rather than the measure of "causes of poverty," as was the case for the larger sample. In addition, the relationship of the measures of exposure to the indicants of being informed about poverty is weaker, in the oldest age group than in the other two.

As for those who cite television as a major source, we find once again a tendency for differences to disappear. The measure of description of poverty is no longer as salient and, for the younger and older age categories, a higher number of significant associations is found for the measure of exposure to material dealing with causes of poverty. The overall number of significant associations is somewhat higher in the yonger and older age groups, and this is particularly true of the relationship of the measures of exposure with the indicants of being informed about poverty.

For the larger sample with age controlled, there were few if any significant associations between the measures of exposure and the indicants of causes of poverty. However, a few such associations turned up with reference to the indicants of solutions to poverty among those in the middle age category, and a larger number in the oldest age category. Among those who rely on newspapers as a major source, the significant associations between the measures of exposure and the indicants of causes of poverty are now spread over all age groups, while those with the indicants of solutions to poverty, while still somewhat concentrated among the oldest age group, are less numerous than before. For those who rely on television as a source, the more numerous associations with reference to both sets of indicants are for those in the youngest age category. But in all cases, the number of significant associations is relatively small, and little can be said about the effect of exposure to one media type as against another with reference to the factor of age.

Summary

In this chapter we have examined the influence of personal background characteristics on the relationship between the measures of exposure and the attitudes of the household respondents. For the sample as a whole, there was no relationship between overall exposure and the indicants of information except in one area, being informed about poverty. Breaking down the sample by education, race and age revealed that the relationship was relatively independent of these factors with a minor exception -- there was some tendency for more significant associations to show up among those in the oldest age group.

Next we looked to see whether this pattern of relationships, that is, between overall exposure and attitudinal indicants, by education, race and age categories, turned out any differently when we broke the sample down even further, by media type mentioned as the most important source of poverty material. Education does become a factor for those who rely on newspapers and radio -- there are more significant associations among those with more education -- but continues not to be for those who favor television or magazines.

Race also becomes a factor for those who rely on newspapers and radio -- there are more significant associations among white respondents. This is consistent with the findings above, given the knowledge that white respondents tend to have more education. Race as a variable continues not to make a difference among those who rely on television, and the comparison is not possible for magazine readers, since so few blacks in this sample relied on that source. Finally, looking at the age groupings by major source of information shows once again that the variable of age is not a significant factor in the relationship between overall exposure and responses to the questionnaire items concerning attitudes and information.

The third step in this analysis was to break down further two of the media sources, newspaper and television, to see whether the further refinement of variations in exposure revealed anything more about the importance of the background characteristics in the relationship between overall exposure and the indicants. For both levels of education, the more numerous significant associations were found among those who cited metropolitan newspapers. The local newspapers appear to be somewhat more salient a source for those with more educatuion rather than with less, but the difference is small. As for those who rely on television, overall, the number of significant associations is less than for those who cite newspapers, suggesting that newspapers are a more important source of the relationship between exposure and attitudes. For both education levels more significant associations are found among those who rely on network television, though educatuonal television is of some importance for those with more education.

For the entire household sample, race was not a factor in the relationship between overall exposure and the responses to the attitudinal items on the questionnaire. But among those who cited newspapers as a major soruce, there were more significant associattions between overall exposure and the indicants among white respondents. Further, there were more such associations for those who cited metropolitan and local newspapers among the white respondents. In contrast, race was not a factor among those who relied on television, and it did not emerge as a factor when we examined the preferred type of channel.

Finally, with regard to age, we find once again that differences do appear as we dig deeper into the sources of exposure, but not in any consistent pattern. Among those who favor newspapers as their major source, significant associations are most numerous for the middle age category, least numerous for the oldest. But among those who cite television as their major source, the most significant associations are among the youngest respondents, the least among those in the middle age category. Overall, there are somewhat more significant associations among those who rely on newspapers, supporting the earlier contention that newspapers may be a more potent source of influence.

Thus, it would appear that while the personal characteristics we have chosen to examine do not affect the overall relationship between the measures of exposure and the responses on the questionnaire items, evidence of their influence does appear when we narrow down the sources of exposure. Reliance on newspapers produces a stronger relationship (more significant associations) between exposure and responses on questionnaire items for those with more education and those who are white; reliance on television produces a stronger relationship for those with less education and those who are black. No consistent pattern appears for age. And, needless to say, the evidence for these conclusions is less than overwhelming.

Table IX-1

Number of Significant Associations for Household Respondents by Selected Characteristics, between the Level of Overall Media Exposure and Attitude and Information Items

	Education		Race		Age		
Indicants of Attitude and Information:	Some High School or Less	High School or More	White	Black	Under 30	30 to 49	50 or More
(Bases)	(218)	(316)	(410)	(104)	(121)	(201)	(204)
Causes of poverty (3)*	0	0	0	0	0	0	0
Solutions to poverty (3)	1	0	0	0	0	0	1
Description of poverty (5)	0	1	0	1	0	0	0
Description of the poor (3)	0	0	0	0	0	1	0
Informed about poverty (5)	0	0	1	0	0	0	2

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* Numbers indicate the total number of significant associations possible.

Table IX-2

Number of Significant Associations for Household Respondents by Selected Characteristics and Type of Media Exposure, Between the Level of Overall Exposure and Attitude and Information Items

Indicants of Attitude and Information:	Education		Race		Age		
	Some High School or Less	High School or More	White	Black	Under 30	30 to 49	50 or More
(Bases)	(218)	(316)	(410)	(104)	(121)	(201)	(204)
Newspapers							
Causes (3)*	0	1	0	0	0	1	1
Solutions (3)	0	0	1	0	1	2	0
Description of poverty (5)	3	2	0	0	0	0	0
Description of the poor (3)	0	0	1	0	0	1	0
Informed about poverty (5)	1	5	4	1	1	3	2
Radio							
Causes (3)	1	0	0	1	0	0	1
Solutions (3)	1	1	2	0	0	0	2
Description of poverty (5)	0	3	3	0	0	1	1
Description of the poor (3)	0	0	0	0	0	0	0
Informed about poverty (5)	1	0	1	0	0	0	1
Television							
Causes (3)	0	1	2	0	0	2	0
Solutions (3)	0	0	0	0	2	0	0
Description of poverty (5)	0	0	0	0	0	0	0
Description of the poor (3)	0	1	0	0	1	1	0
Informed about poverty (5)	0	0	0	0	0	0	0
Magazines							
Causes (3)	0	0	0	1	1	0	0
Solutions (3)	0	0	0	2	0	0	0
Description of poverty (5)	0	0	0	0	3	0	0
Description of the poor (3)	0	0	0	0	0	0	0
Informed about poverty (5)	1	2	4	0	1	1	1

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* Numbers indicate the total number of significant associations possible.

Table IX-3

Number of Significant Associations for Household Respondents by Selected Characteristics and by Exposure to Media Agents Grouped within Media Types, between the Level of Overall Exposure and Attitude and Information Items

By Education:	Some High School or Less			High School or More		
(Bases)	(218)			(316)		
Indicants of Attitude and Information:	Type Newspaper:			Type Newspaper:		
	N.Y. Metro (2)*	State (2)	Local (1)	N.Y. Metro (2)	State (2)	Local (1)
Causes of poverty (3)*	0	0	0	0	0	1
Solutions to poverty (3)	1	0	0	3	0	1
Description of poverty (5)	0	1	0	5	1	2
Description of the poor (3)	1	0	0	3	1	0
Informed about poverty (5)	2	0	3	0	2	3
	Type Television:			Type Television:		
	Natl. Network (3)*	N.Y. Metro (3)	Educational (1)	Natl. Network (3)	N.Y. Metro (3)	Educational (1)
Causes of poverty (3)	1	1	0	0	0	0
Solutions to poverty (3)	1	0	0	0	0	0
Description of poverty (5)	1	1	1	2	1	3
Description of the poor (3)	0	0	0	1	0	0
Informed about poverty (5)	4	3	0	5	1	2

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* Numbers under column headings indicate number of media agents in category, and numbers beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table IX-3, cont.

By Race: (Bases)	White (410)			Black (104)		
Indicants of Attitude and Information:	Type Newspaper:			Type Newspaper:		
	N.Y. Metro (2)*	State (2)	Local (1)	N.Y. Metro (2)	State (2)	Local (1)
Causes of poverty (3)*	1	0	0	1	0	0
Solutions to poverty (3)	3	0	3	0	0	0
Description of poverty (5)	5	1	1	1	2	0
Description of the poor(3)	2	1	0	1	0	0
Informed about poverty (5)	4	3	2	2	2	1

	Type Television:			Type Television:		
	Natl. Network (3)*	N.Y. Metro (3)	Educational (1)	Natl. Network (3)	N.Y. Metro (3)	Educational (1)
Causes of poverty (3)	2	0	1	2	0	2
Solutions to poverty (3)	0	0	0	1	0	0
Description of poverty (5)	3	0	3	0	3	1
Description of the poor(3)	1	3	0	0	3	0
Informed about poverty (5)	3	4	2	0	3	1

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* Numbers under column headings indicate number of media agents in category, and numbers beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table IX-3, cont.

By Age: (Bases)	Under 30 (95)			30 to 49 (163)			50 or More (170)		
Indicants of Attitude and Information:	Type Newspaper:			Type Newspaper:			Type Newspaper:		
	N.Y. Metro (2)*	State (2)	Local (1)	N.Y. Metro (2)	State (2)	Local (1)	N.Y. Metro (2)	State (2)	Local (1)
Causes of poverty (3)*	2	0	0	1	0	0	0	0	0
Solutions to poverty (3)	3	0	1	0	0	0	2	0	1
Description of poverty (5)	2	1	1	3	2	0	1	1	0
Description of the poor(3)	1	0	0	1	2	1	0	0	0
Informed about poverty (5)	2	1	2	4	1	0	2	2	2
	Type Television:			Type Television:			Type Television:		
	Natl. Network (3)*	N.Y. Metro (3)	Educational (1)	Natl. Network (3)	N.Y. Metro (3)	Educational (1)	Natl. Network (3)	N.Y. Metro (3)	Educational (1)
Causes of poverty (3)	2	0	0	2	0	1	5	1	0
Solutions to poverty (3)	1	1	0	1	0	0	3	0	0
Description of poverty (5)	4	2	3	1	2	1	1	0	2
Description of the poor(3)	1	0	0	2	0	0	1	0	0
Informed about poverty (5)	1	0	2	2	3	0	1	1	1

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* Numbers under column headings indicate number of media agents in category, and numbers beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table IX-4

Number of Significant Associations for Household Respondents Who Cited One of the Media as a Major Source of Poverty Information, between the Level of Exposure to Proportions of Poverty Information in Selected Media Segments and Total Segments, and Attitude and Information Items

By Education:	Some High School or Less (173)				High School or More (261)			
	Percent Poverty in:				Percent Poverty in:			
Indicants of Attitude and Information:	News	Editls/ Features	Total	Multiplicity	News	Editls/ Features	Total	Multiplicity
Causes of poverty (3)*	0	0	0	0	0	0	0	0
Solutions to poverty (3)	1	0	1	0	0	0	0	0
Description of poverty (5)	1	0	0	0	0	1	0	1
Description of the poor (3)	1	0	0	0	0	0	2	1
Informed about poverty (5)	3	0	2	2	2	2	3	2

By Race:	White (341)				Black (79)			
	Percent Poverty in:				Percent Poverty in:			
	News	Editls/ Features	Total	Multiplicity	News	Editls/ Features	Total	Multiplicity
Causes of poverty (3)	0	1	0	0	0	0	1	0
Solutions to poverty (3)	0	0	0	0	0	0	0	0
Description of poverty (5)	0	1	0	0	0	0	0	0
Description of the poor (3)	0	0	0	1	0	0	0	0
Informed about poverty (5)	1	2	3	2	2	1	1	0

---

* Numbers indicate the total number of significant associations possible.

Table IX-4, cont.

By Age:	Under 30 (95)				30 to 49 (163)				50 or More (170)			
	Percent Poverty in:				Percent Poverty in:				Percent Poverty in:			
Indicants of Attitude and Information:	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity
Causes of poverty (3)*	0	0	0	0	0	1	0	0	0	0	0	0
Solutions to poverty (3)	0	0	0	0	1	0	0	0	0	2	3	2
Description of poverty (5)	0	1	0	0	1	0	0	0	0	1	2	1
Description of the poor(3)	0	1	1	0	0	0	0	1	1	0	1	1
Informed about poverty (5)	1	0	0	0	0	0	0	0	2	1	2	1

---

* Numbers indicate the total number of significant associations possible.

Table IX-5

Number of Significant Associations for Household Respondents Who Cited Newspapers or Television as a Major Source of Poverty Information, between the Level of Exposure to Proportions of Poverty Information in Selected Media and Total Segments, and Attitude and Information Items

By Education:	Respondents with Some High School or Less Citing Newspapers				Respondents with High School or More Citing Newspapers			
(Bases)	(64)				(122)			
Indicants of Attitude and Information:	Percent Poverty in:			Multi-plicity	Percent Poverty in:			Multi-plicity
Newspapers	News	Editls/ Features	Total		News	Editls/ Features	Total	
Causes of poverty (3)*	0	0	0	1	0	0	0	0
Solutions to poverty (3)	0	0	0	0	2	1	2	2
Description of poverty (5)	1	1	1	1	2	1	1	1
Description of the poor (3)	0	0	1	0	0	0	1	0
Informed about poverty (5)	0	0	1	0	1	1	1	1

	Respondents with Some High School or Less Citing Television				Respondents with High School or More Citing Television			
(Bases)	(77)				(89)			
	Percent Poverty in:			Multi-plicity	Percent Poverty in:			Multi-plicity
Television	News	Editls/ Features	Total		News	Editls/ Features	Total	
Causes of poverty (3)	0	0	0	0	1	1	0	0
Solutions to poverty (3)	0	0	0	0	0	0	0	0
Description of poverty (5)	1	0	0	1	0	1	0	0
Description of the poor (3)	1	1	1	0	0	0	1	0
Informed about poverty (5)	1	0	2	0	0	1	1	1

---

* Numbers indicate the total number of significant associations possible.

Table IX-5, cont.

By Race:	White Respondents Citing Newspapers				Black Respondents Citing Newspapers			
(Bases)	(147)				(30)			
Indicants of Attitude and Information:	Percent Poverty in:				Percent Poverty in:			
Newspapers	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity
Causes of poverty (3)*	0	0	0	0	0	0	0	0
Solutions to poverty (3)	1	2	1	1	1	1	1	1
Description of poverty (5)	2	2	1	2	0	1	0	1
Description of the poor (3)	0	1	3	0	0	0	0	0
Informed about poverty (5)	3	3	3	3	0	0	0	0

	White Respondents Citing Television				Black Respondents Citing Television			
(Bases)	(133)				(33)			
	Percent Poverty in:				Percent Poverty in:			
Television	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity
Causes of poverty (3)	1	1	1	0	1	0	0	1
Solutions to poverty (3)	0	0	0	0	0	0	0	0
Description of poverty (5)	0	1	0	0	0	0	0	0
Description of the poor (3)	1	0	1	0	0	0	0	0
Informed about poverty (5)	1	2	2	2	1	1	1	1

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* Numbers indicate the total number of significant associations possible.

Table IX-5, cont.

By Age:	Respondents Under 30 Citing Newspapers				Respondents 30 to 49 Citing Newspapers				Respondents 50 or More Citing Newspapers			
(Bases)	(30)				(76)				(79)			
Indicants of Attitude and Information:	Percent Poverty in:				Percent Poverty in:				Percent Poverty in:			
	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity
Newspapers												
Causes of poverty (3)*	1	0	1	1	1	1	1	1	0	0	0	0
Solutions to poverty (3)	0	0	0	0	0	0	0	0	0	0	0	0
Description of poverty (5)	1	1	1	1	1	1	1	1	0	1	0	0
Description of the poor (3)	0	0	0	0	0	0	0	0	0	1	1	1
Informed about poverty (5)	1	1	1	1	1	1	1	1	1	1	0	0

	Respondents Under 30 Citing Television				Respondents 30 to 49 Citing Television				Respondents 50 or More Citing Television			
(Bases)	(40)				(61)				(61)			
	Percent Poverty in:				Percent Poverty in:				Percent Poverty in:			
Television	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity	News	Editls/ Features	Total	Multi-plicity
Causes of poverty (3)	1	1	1	0	0	0	0	0	0	0	0	0
Solutions to poverty (3)	2	2	0	1	0	2	0	0	0	0	0	0
Description of poverty (5)	1	1	0	0	1	0	0	1	0	1	0	1
Description of the poor (3)	0	1	0	0	0	0	0	1	1	1	1	0
Informed about poverty (5)	0	1	1	1	0	0	0	1	1	5	3	0

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* Numbers indicate the total number of significant associations possible.

Table IX-6

Number of Significant Associations for Household Respondents Who Cited One of the Media as a Major Source of Poverty Information between the Level of Exposure to Media Poverty Content and Attitude and Information Items

By Education: (Bases)	Some High School or Less (173)					High School or More (261)				
Indicants of Attitude and Information:	Media Poverty Content:					Media Poverty Content:				
	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)
Causes of poverty (3)*	0	0	2	0	0	0	0	0	0	0
Solutions to poverty (3)	3	2	4	5	0	3	0	5	2	0
Description of poverty (5)	0	0	2	1	0	4	3	4	4	1
Description of the poor(3)	0	2	3	3	0	0	0	1	1	0
Informed about poverty (5)	2	7	4	5	2	0	0	0	0	0
By Race: (Bases)	White (341)					Black (79)				
Causes of poverty (3)	0	0	0	1	0	0	0	0	1	0
Solutions to poverty (3)	0	0	4	1	0	0	0	4	0	0
Description of poverty (5)	3	1	7	2	0	1	1	2	4	0
Description of the poor(3)	0	1	1	0	1	3	1	0	0	0
Informed about poverty (5)	4	6	11	8	2	0	0	0	0	0

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table IX-6, cont.

By Age: (Bases)	Under 30 (95)					30 to 49 (163)					50 or more (170)				
	Media Poverty Content:					Media Poverty Content:					Media Poverty Content:				
Indicants of Attitude and Information:	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)
Causes of poverty (3)*	0	1	0	0	0	0	0	0	0	0	0	0	1	1	0
Solutions to poverty (3)	0	0	1	1	0	0	1	3	1	0	6	4	2	3	2
Description of poverty (5)	3	2	5	2	0	1	0	4	1	0	3	0	0	0	0
Description of the poor (3)	1	0	4	2	0	0	2	3	1	1	2	2	0	3	0
Informed about poverty (5)	4	3	6	2	1	2	2	7	1	1	1	2	6	5	1

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table IX-7

Number of Significant Associations for Household Respondents Who Cited Newspapers or Television as a Major Source of Poverty Information Between the Level of Exposure to Media Poverty Content and Attitude and Information Items

By Education: (Bases)	Respondents with Some High School or Less Citing Newspapers (64)					Respondents with High School or More Citing Newspapers (122)				
Indicants of Attitude and Information: Newspapers	Media Poverty Content:					Media Poverty Content:				
	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)
Causes of poverty (3)*	2	1	0	0	0	0	0	0	0	0
Solutions to poverty (3)	2	2	2	3	1	6	4	3	6	2
Description of poverty (5)	4	3	4	4	1	4	4	7	4	1
Description of the poor (3)	0	0	1	1	0	1	1	1	0	0
Informed about poverty (5)	0	0	0	2	0	3	3	7	3	1

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table IX-7, cont.

By Education (cont.)

(Bases) Indicants of Attitude and Information: Television	Respondents with Some High School or Less Citing Television (77)					Respondents with High School or More Citing Television (89)				
	Media Poverty Content:					Media Poverty Content:				
	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multi-plicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multi-plicity (1)
Causes of poverty (3)*	0	0	2	0	0	0	0	0	0	0
Solutions to poverty (3)	0	0	0	0	0	0	0	0	0	0
Description of poverty (5)	0	0	3	2	1	2	2	1	0	0
Description of the poor (3)	2	2	3	2	0	1	0	0	0	0
Informed about poverty (5)	2	0	4	3	0	3	2	2	4	1

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table IX-7, cont.

By Race: (Bases) Indicants of Attitude and Information:	White Respondents Citing Newspapers (147)					Black Respondents Citing Newspapers (30)				
	Media Poverty Content:					Media Poverty Content:				
Newspapers	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)
Causes of poverty (3)*	2	1	0	0	0	1	1	1	0	0
Solutions to poverty (3)	3	1	5	2	1	2	2	3	2	1
Description of poverty (5)	6	5	8	8	2	0	1	3	3	1
Description of the poor(3)	0	3	5	7	0	0	0	0	0	0
Informed about poverty (5)	8	8	11	11	3	1	1	1	1	0
(Bases)	White Respondents Citing Television (133)					Black Respondents Citing Television (33)				
Television										
Causes of poverty (3)	1	0	2	2	0	4	3	1	4	1
Solutions to poverty (3)	0	0	0	0	0	0	0	0	0	0
Description of poverty (5)	1	1	1	0	0	5	1	5	1	0
Description of the poor(3)	0	0	3	1	0	0	1	1	0	0
Informed about poverty (5)	7	1	3	4	1	3	3	2	2	1

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table IX-7, cont.

By Age: (Bases)	Respondents Under 30 Citing Newspapers (30)					Respondents 30 to 49 Citing Newspapers (76)					Respondents 50 or More Citing Newspapers (79)				
	Media Poverty Content:					Media Poverty Content:					Media Poverty Content:				
Indicants of Attitude and Information: Newspapers	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)
Causes of poverty (3)*	2	2	0	1	1	2	2	1	2	1	2	2	1	0	0
Solutions to poverty (3)	0	0	0	0	0	0	0	1	0	0	1	1	3	1	0
Description of poverty (5)	5	4	5	6	1	4	4	8	6	1	1	1	3	0	0
Description of the poor (3)	0	0	0	0	0	0	0	2	0	0	1	1	2	4	1
Informed about poverty (5)	3	3	3	4	1	3	3	3	4	1	0	0	4	1	0
	Respondents Under 30 Citing Television (40)					Respondents 30 to 49 Citing Television (61)					Respondents 50 or More Citing Television (61)				
Television															
Causes of poverty (3)	1	1	1	2	0	0	0	0	0	0	2	0	2	0	0
Solutions to poverty (3)	4	1	2	6	1	0	0	1	2	0	0	0	0	0	0
Description of poverty (5)	2	1	1	3	0	0	0	0	0	1	1	1	2	1	1
Description of the poor (3)	2	0	2	3	0	0	0	0	0	1	2	1	1	3	0
Informed about poverty (5)	4	1	3	2	0	0	0	1	0	1	5	3	5	6	0

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Chapter X

THE EFFECT OF ORGANIZATIONAL CHARACTERISTICS ON THE RELATIONSHIP BETWEEN EXPOSURE TO THE MASS MEDIA AND INDICANTS OF ATTITUDES AND INFORMATION

In the previous chapter we examined the relationship between exposure to the mass media, as revealed by several measures of poverty material in the media, and indicants of attitudes and information about poverty in the household sample. Now we will examine these relationships for the organization respondents, to see whether the organizational characteristics we have selected influence the distribution of the significant responses. The characteristics, described in detail in Chapter V, include the following:

1. Type of Organizational Activity: divided into two categories, "economic" activities and "other" activities;
2. Proportion of Activity Devoted to the Poor: divided into two categories, "some" activities devoted to the poor and "none" of the activities devoted to the poor;
3. Size of Organization: divided into three categories, small, medium and large.

Level of Overall Exposure and Organizational Characteristics

As in the previous chapter, we will examine the attitude and information indicants in relation to three components of the level of exposure: overall exposure, exposure within media types, and exposure to types of media agents.

Overall Exposure

The reader may recall that when we looked at the total organization sample (Table VIII:2), there were no significant associations between the measure of overall exposure and three of the indicants: causes of poverty, solutions to poverty, and being informed about poverty. There was one significant association of four possible between overall exposure and the indicant, description of the poor, and there were three of seven possible between overall exposure and the indicant, description of poverty. Introducing the factor of organizational characteristics, we find a somewhat broader distribution of significant associations, but little evidence that any one of the characteristics substantially alters the basic relationship.

Looking at type of activity as an organizational characteristic, there continue to be no significant relationships between the measure of overall exposure and two sets of indicants, those of solutions to poverty and being informed about poverty, and just one, for economic organizations, for the indicants, description of the poor. The only difference of consequence occurs with regard to the indicants of causes of poverty. Whereas for the sample as a whole there were no significant associations between level of exposure and these indicants there now two of three possible for respondents from "other" organizations.

Whether or not respondents come from organizations that engage in some or no activities for the poor clearly does not influence the relationship between overall exposure and the indicants. Nor does the size of the organization for which the respondents works, although there is a slight tendency for there to be more significant associations for those from the larger organizations.

Overall Exposure within Media Types

We turn now to the question of whether the relationships between overall exposure and the indicants are influenced by the characteristics of the organization in which the respondent is employed, when we control for level of exposure within the media sources to which respondents are exposed (Table X:2).

Type of Activity

When we focus on organization respondents in terms of level of newspaper readership, we find that the type of activity of their organizations continues to have little influence on the distribution of significant associations, with one minor exception, that in regard to the indicants, description of poverty. There are no significant associations for those in economic organizations, but two of seven possible for respondents from "other" organizations.

Level of exposure to radio has no influence on the overall relationship and the small number of significant associations, just two, strongly suggests thar such exposure is not salient in the relationship. There are somewhat more significant relationships in terms of level of exposure to television, and it would appear that this source is more important for respondents from "other" organizations.

The one sharp difference that arises as a consequence of differential media type exposure is found on the basis of the level of magazine readership. As was noted earlier (Table X:1) there are two significant associations between overall exposure and the indicants, description of poverty, for those from economic organizations, and just one for those from "other" organizations, of seven possible in each instance. But when we introduce level of magazine readership as a factor there are four such associations among respondents from "other" organizations and just one among those from economic organizations. On the other hand, a weaker but reversed finding is evident with regard to the relationship between overall exposure and the indicants of being informed about poverty.

Proportion of Activities Involving the Poor

For the sample as a whole, it was found that the distribution of responses was uninfluenced by this element of the respondents' background. This continues to be the case when we add the element of differential exposure except for level of magazine readership. For the sample as a whole, there was one significant association between overall exposure and the indicants of description of poverty for those from organizations which engaged in some activity for the poor, and for those from organizations that engaged in none. However, introducing the factor of level of magazine readership, we now find three significant associations of seven possible, and among the latter, none.

Size of Organization

For the sample as a whole, the relationship between overall exposure and the indicants was little influenced by the size of the organizations which the respondents represented. However, with higher levels of exposure to newspapers, there are two significant relationships of three possible between overall exposure and the indicants of causes of poverty for those from large organizations, and two significant relationships of three possible between exposure and the indicants of solutions of poverty for those from small organizations, essentially reversing the pattern found for the sample as a whole.

Level of exposure to radio and television does not alter the relationships essentially, while level of exposure to magazines does make some difference. Whereas in the total sample there was one significant association between overall exposure and the indicants of description of poverty for those in large and medium size organizations, but none for those from small organizations, for higher for higher levels of exposure to magazines, there are five significant associations of seven possible among those from medium size organizations, but none among respondents from organizations in the other size categories. A difference of a smaller order is found with reference to the indicants of being informed about poverty. For the sample as a whole, there is but one significant association, and that for respondents from small organizations. But among those with higher levels of exposure to magazines, there are two significant associations among respondents from large organizations.

Overall Exposure and the Media Agents

We turn now to the issue of the extent to which exposure to types of media agents within media types may have an influence on the relationship between overall exposure to poverty material and the indicants of attitude and information. As was the case with the household sample, we will limit this analysis to two media types, newspapers and television, because of the relatively small number of persons reporting exposure to media agents in the other categories.

Type of Activity

When we first looked at the relationship between overall exposure to poverty material and the indicants for this sample (Table VIII:4), we found the highest number of significant associations, 13 of 84 possible. for those who cited exposure to metropolitan newspapers. The local newspaper, however, was particularly salient with reference to the relationship between the exposure measure and the indicants of attitudes about the description of poverty, with four significant associations of seven possible.

Here, examining the relationship in terms of the type of activity engaged in by the respondents' organizations, though the total number of significant associations involved is small, metropolitan newspapers remain relatively salient. With regard to the indicant, description of poverty, the local newspaper (two significant associations of seven possible) is slightly more influential than metropolitan ones (two significant associations of 21 possible) for those from economic organizations, but the reverse is the case for respondents from "other" organizations (Table X:3).

Turning to the possible influence of exposure to different types of television channels, when the total sample was examined, it was found that the total number of significant associations between overall exposure and the indicants was modest. Metropolitan and educational channels were most influential with regard to the indicants of attitudes to the description of poverty, each having three significant of seven possible.

Our ability to compare the two types of organizations is limited because too few respondents from "other" organizations listed channels categorized as metropolitan or educational. For respondents from economic organizations, however, there is a higher proportion of significant associations in total among those who reported watching metropolitan channels. There is but one significant association between the measure of exposure and the indicants of description of poverty, and that is for respondents reporting exposure to metropolitan television, where we also find four significant associations of six possible for the indicants of causes of poverty.

Proportion of Activities Involving the Poor

Looking first at the total number of significant associations for newspaper exposure, we find metropolitan and local newspapers equally influential, and somewhat more so than state newspapers, for respondents from organizations with some proportion of their activity directed to the poor. Among respondents from organizations with no poverty activity, the local newspaper is somewhat more influential than other types. With regard to the indicant of attitudes upon which we are focusing, description of poverty, metropolitan newspapers are slightly more influential for the former, while the local newspapers is slightly more influential for the latter. Differences, however, are minor.

The analysis of the influence of television is somewhat restricted because none of the respondents from organizations with some proportion of their activity directed to the poor listed the educational channel as one to which they were exposed. For the sample as a whole, there was a modest level of total significant associations between overall exposure and the indicants for respondents who reported exposure to each of the three types of television. Now, for respondents from organizations with some poverty activity, there is a greater proportion of total significant associations among those reporting exposure to network television. And among those from organizations with no poverty activity, the greater proportion is found among those reporting exposure to metropolitan television. Again, however, differences are small.

Size of Organization

We found earlier in this chapter that newspaper reading was more influential for those in small and large organizations as compared to respondents from medium-size ones. Some support for this finding is indicated here when we introduce the factor of type of newspaper read, in that a higher proportion of total significant associations are found again for those in small and large organizations. Based on the overall proportion of significant associations, the local newspaper is most influential for respondents from small organizations, state newspapers for those from medium-size organizations, and metropolitan newspapers are most influential for those from large organizations.

If we focus on the indicant, description of poverty, the outcome is somewhat different. The highest proportion of significant associations between overall exposure and the indicant, among respondents from small organizaions, is found among those with exposure to the local newspaper. But for those from medium and large organizations, the metropolitan newspapers are most influential.

The analysis of the influence of different kinds of television channels is restricted by the fact that educational television is not represented. The total number of significant associations found is small, and there is little evidence that the influence of type of channel varies by size of the organization to which the respondent is affiliated. On the basis of the proportions of total significant associations, network television is most influential for respondents from small organizations, while metropolitan television is most influential for respondents from organizations in the other size categories. Finally, there is essentially no difference in the distribution of significant associations between the measure of overall exposure and the indicants of description of poverty, indicating that the source of television exposure is not relevant.

Summary

We began this section by noting that, for the total organization sample, the only meaningful number of significant associations (three of seven possible) was between the measure of overall exposure and the indicants, description of poverty. Three organizational characteristics were introduced into consideration - type of activity; proportion of activity of the respondent's organization devoted to the poor; and size - and this resulted in a somewhat greater dispersion of significant associations than before. But it was concluded that the organizational affiliation of the respondent, as marked by three characteristics, did not influence the pattern of relationship between overall exposure to poverty material and the indicants of attitude and information.

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The next step was to see whether the level of exposure to the media types - number of newspapers or magazines read, and so on - by respondents of different organizational backgrounds would affect the relationship between overall exposure to poverty material and the indicants. Since it was determined that for the total sample, most of the significant associations were between overall exposure and the indicant, description of poverty, this relationship was used as a guideline. Level of exposure to radio and television does not appear to influence the relationship. The number of newspapers read does, however, result in somewhat more significant associations for respondents in small organizations than was previously the case. And the level of readership of magazines shows a fairly strong effect: high readership is associated with more numerous significant associations for respondents in "other" organizations rather than in economic (four compared to one); for respondents in organizations with some poverty activity rather than in those with none (three to none); and for respondents in medium-size organizations (five) as compared to those in small (none) or large (none).

Lastly we turned to the question of what happens to the relationship between overall exposure to poverty material and the indicants when we control for the respondents exposure to particular media agents. The differences that emerged were not strong. But it would appear that exposure to the local newspaper was influential in the relationship for respondents from economic organizations, those that did not engage in poverty activity, and were small in size. These characteristics would suggest the small, local business enterprise. When we focus on the indicants, description of poverty, the outcome is the same.

The analysis for those who acknowledged exposure to television was curtailed because of the small number of respondents who watched educational television. Metropolitan television emerged as most influential for those from economic organizations, with no poverty activity, of medium or large size, based on the total proportion of significant associations. Differences with regard to the relationship between overall exposure and the indicants, description of poverty, were minor and did not fall into a particular pattern.

Proportion of Poverty Material In Media Segments and Organizational Characteristics

Here we are concerned with two issues: 1) does the type of organization from which the respondents come influence the distribution of relationships between measures of the amount of poverty material in the segments of the media to which they are exposed and the indicants of attitudes and information; and 2) is there any difference if we look at these relationships controlling for the media type mentioned as the most important source of poverty information?

Exposure to Poverty Material and Organizational Characteristics

For the organization sample as a whole, the only significant associations between the measure of exposure to poverty material in the media and the indicants were found for the indicants of description of poverty (Table X:4). There were three such associations of seven possible for the measure of multiplicity, two for poverty material in news items, one for such material in editorials and feature stories, and one for the total of poverty material in the media.

Looking first at respondents grouped by the type of activity of their organizations, we note that overall and to a slight extent with reference to the indicants of description of poverty, there are more significant associations for respondents from "other" organizations. Exposure to poverty material in editorials and features appears to be somewhat more influential for such respondents than for those in economic organizations.

When respondents are categorized in terms of the proportion of activity involving the poor engaged in by their organizations, there is essentially no difference on the basis of the total number of significant associations. More particularly, in regard to the relationship between the measures of exposure and the indicants of description of poverty, the sharpest difference is not with regard to exposure to poverty material in particular segments, but to the measure of muliplicity.

With regard to the dimension of size, the fewest number of significant associations appears for respondents in large organizations. Again, the differences in the influence of exposure to poverty material in various segments on the indicants of description of poverty are minor, except that exposure to material in editorials and features is somewhat more influential for respondents from small organizations than for those in organizations in the other size categories.

Poverty Material in Media Types and Organizational Characteristics

We turn now to the second question of this part of the chapter: Is the relationship between exposure to the proportion of poverty material in selected media segments and responses on the questionnaire items concerning attitudes and information about poverty influenced by the type of media chosen as the major source of poverty information? Because the further refinement of the data reduces the number of cases upon which the analysis can be based, we will, as before, use just two media types, newspapers and television.

It may be recalled (Table VIII:6) that among those organization respondents who cited newspapers as their major source, there were virtually no significant associations between the measures of exposure and the indicants. This was also true for those who relied on television as their major source, though in this instance, there was a scattering of significant associations with two of the indicants, description of poverty and feeling informed about poverty.

When respondents are categorized by the type of activity of the organization to which they are affiliated and by newspapers as their major source, the analysis is further limited to an examination of respondents in economic organizations because of the reduction in the size of the sample (Table X:5). The same is true with regard to those who rely on television. In both instances it is clear, at least for the one sub-population of respondents, that the kind of exposure within the media agents does not influence the basic relationship between the measures of exposure and the indicants.

Using the second organization characteristic, proportion of activity devoted to the poor, we can compare the two groups on newspaper salience, but not on television salience, because of insufficient cases. Again we find overwhelming evidence that major source of poverty information does not influence the overall relationship between the measures of exposure to poverty material and the indicants.

With regard to the third organizational characteristic, size, it may be recalled (Table X:4) that the fewest significant associations between the measures of exposure and the indicants were among respondents from large organizations. Reliance on newspapers as a major source has some influence in that the fewest significant associations are found among those from medium-size organizations. The pattern is still different for those who rely on television as a major source - the number of significant associations are miniscule for respondents from both large and small organizations. Thus reliance on newspapers would appear to be somewhat salient for respondents from small and large organizations, while reliance on television is somewhat salient for respondents from medium-size organizations. It must be cautioned, however, that in all cases the total number of significant associations is quite small, as are, therefore, any differences.

Proportion of Poverty Material in Various Categories and Organizational Characteristics

As in the previous chapter, the third measure of exposure used was the proportion of poverty material found in the samples of the media, categorized into the basic units such as: causes of poverty, solutions to poverty, and so on. The issue here is to determine to what extent the level of exposure to material so categorized is related to responses on the questionnaire on those items designed to indicate attitudes or information in those areas.

Exposure to Content and Organization Characteristics

When the total organization sample was examined with reference to these measures (Table VIII:7), essentially no relationship was found between the level of exposure to poverty content in any of the categories and responses in the same areas on the questionnaire. The strongest relationship, as indicated by the number of significant associations was between the poverty content areas causes of poverty, and description of the poor, and the attitude area, description of poverty. This is contrary to what would be expected if there was a direct relationship between exposure to a media content area and attitudes in the same area.

The first step in the analysis of this table is to look at the diagonals, to determine whether the influence of exposure is greatest in the directly comparable attitude area (Table X:6). For neither group, however, is there much evidence of such an impact of exposure to media poverty material. For respondents of both economic and "other" organizations there is a tendency for all measures to show some significant associations with the indicants of description of poverty. In addition, two measures of exposure, one concerning material dealing with causes, the other concerning material dealing with description of the poor, show moderate numbers of significant associations with the indicants of being informed about poverty.

The same conclusion, can be drawn concerning the effect of the second organizational characteristic, proportion of the organization's activity devoted to the poor, with a minor exception for respondents from organizations with no poverty activity. For them, the proportion of significant associations between the measure of media content, causes of poverty, and the indicants in this area (four of nine possible), is higher than for any other relationship. It is interesting that there are more significant associations between the measures of exposure and the indicants for respondents from organizations that do not engage in any poverty activity.

Likewise with the third organizational characteristic, size. Among respondents from small firms, the proportion of significant associations between the measure of material dealing with causes of poverty and indicants of attitudes about causes of poverty (two of nine possible), is just smaller than that between the same measure and indicants of attitudes about descriptions of the poor (three of twelve possible). For respondents from small and large organizations, however, the proportion of significant associations between the measure of material describing poverty and attitudes in that area is larger than the proportion with any other indicant. No pattern at all emerges for respondents from medium-size organizations.

It seems fair to conclude therefore that the finding for the total sample of little relationship between level of exposure to particular kinds of poverty material and responses to items designed to elicit attitudes and information in the same area is not influenced by the organizational characteristics used as variables here.

Exposure to Content within Media Types, and Organizational Characteristics

When this analysis was performed for the organization sample as a whole (Table VIII:8), for those who cited newspaper or television as a major source of poverty information, little relationship was found between measures of poverty material in the relevant categories, and responses to questionnaire items in the comparable areas. There was one exception: There were four significant associations (of 20 possible) between the measure of level of exposure to description of poverty, and indicants of attitudes in this area among respondents who reported relying on newspapers.

When respondents are categorized by type of activity we can examine only the results for those from economic organizations, there being too few cases in the "other" category. But it is clear for those from economic organizations who rely on either newspapers or television as their major source of poverty information, that there is little relationship between exposure to poverty information in a particular area and responses to attitude items in the same area (Table X:7). In both instances, there is some tendency for significant associations between the media exposure measures and the questionnaire response category, being informed about poverty. This suggests that a reliance on newspapers or television may produce a feeling of being well-informed, though it is not possible to test this against the findings for those who rely on radio or magazines.

Nor is there much evidence of relationship between exposure and attitudes when the second set of organizational characteristics, proportion of activity for the poor, is used to categorize respondents. Among those who claim to rely on newspapers as their major source of information about poverty, there are no instances in which the proportion of significant associations between comparable content and attitude areas is greater than between the content measures and unrelated attitudes. However, the proportion of significant associations for respondents in organizations with some poverty activity, between the level of poverty content concerning description of poverty and the related attitudinal area, is greater than that for respondents in organizations with no poverty activity.

For those who rely on television, it is not possible to compare respondents from the two categories because there are too few cases representing organizations with some poverty activity. But among those from organizations not engaged in any poverty activity, there is again little evidence of a direct relationship between exposure to media poverty content of a particular kind and responses to questionnaire items designed to tap attitudes in the same area.

The third organizational characteristic by which respondents were categorized was that of size. For respondents who rely on newspapers and who are affiliated with small organizations, there is once again an absence of any apparent relationship between exposure and attitudes in the same area. However, among those from medium-size organizations, we do find two instances in which the proportion of significant associations between the level of exposure and comparable indicants of attitudes is larger than that between the level of exposure and the indicants of attitudes in other areas. The two areas are: solutions to poverty, and description of poverty. And among respondents who rely on newspapers and are connected with large organizations, a similar relationship is found between the level of exposure to content concerning the description of the poor and indicants of attitudes in this same area.

The overall impact of television would seem to be somewhat less than that of newspapers if we use as our measure the number of significant associations found and the number of instances in which there is evidence of a direct relationship between exposure and expression of attitudes. The latter occurs in only one instance, among respondents from medium-size organizations, with reference to the level of exposure to media material concerning causes of poverty and responses to questionnaire items on this topic.

Thus, while there is some evidence of a direct relationship between the level of exposure to particular media poverty content areas and the expression of attitudes in those areas as evidenced by responses to relevant questionnaire items, the overwhelming evidence is against any such relationship.

Summary

In this chapter dealing with the organization sample, we have explored the effect of differential organizational affiliation on the relationship between each of the three measures of exposure and responses to the questionnaire items used as indicants of attitude and information.

We noted that for the first measure, the only relationship of any maganitude was between overall exposure and the indicant, description of poverty. When the sample was broken down by the three organization characteristics, type of activity, proportion of activity directed to the poor, and size: 1) the previously observed relationship was found in a much weakened form, and 2) the relationship was not otherwise affected by the organizational affiliation of the respondents.

The issue was further explored by introducing as a factor, level of exposure within media types. This did tend to highlight some differences. Focussing on the indicant, description of poverty, we find such differences in the number of significant associations within the categories of each organizational characteristic. The largest number of significant associations are found among magazine-reading respondents from organizations that are "other" rather than economic, engage in some poverty activity, and are small in size. Next in importance are newspapers, with the most significant associations appearing among respondents from organizations that are "other" rather than economic, and medium in size. A high level of exposure to television appears to be important in distinguishing among respondents only with regard to size of organization, and only for respondents from large organizations.

Finally, with reference to this first measure of exposure, we examined the effect of reliance on newspaper or television as a major source of information, though the analysis for television was restricted. For both media types, the differences are not strong. High exposure to the local newspaper was influential for respondents from economic organizations, those that did not engage in poverty activity, and that were small in size. For those who relied on television, metropolitan channels were most influential for respondents from economic organizations without any poverty activity of medium or large size.

With the second measure, level of exposure as measured by the amount of poverty material in media segments to which respondents had access, again the only important relationship found, for the total sample, as indicated by the number of significant associations, was between the measures and the indicants, description of poverty. When the relationship between exposure and the indicants is examined for the influence of organization background, no pattern emerges. That is to say, there is little evidence that organizational background is a relevant factor in explaining the relationship between exposure and the indicants.

The third measure of exposure consisted of the level of poverty material found in the basic categories established for the content analysis of the media. Essentially no relationship was found, for the total sample, between exposure to any one of the categories of poverty material and indicants of attitudes in the same area. When we looked at the relationship between exposure and attitudes in the same area to see whether organizational origins influenced the outcome, the general conclusion was that they did not. That is to say, while there are scattered instances of influence between exposure to a poverty content dimension and comparable attitude areas, no subpopulation of respondents reflected this influence any more than one might expect by chance.

Table X-1

Number of Significant Associations for Organization Respondents by Selected Characteristics, between Level of Overall Media Exposure and Attitude and Information Items

	Organization Characteristics						
Indicants of Attitude and Information:	Type of Organization		Percent Poverty Activity		Size		
	Economic	Other	Some	None	Small	Medium	Large
(Bases)	(119)	(52)	(53)	(115)	(63)	(47)	(61)
Causes of poverty (3)*	0	2	0	1	1	0	0
Solutions to poverty (3)	0	0	1	0	0	0	1
Description of poverty (7)	2	1	1	1	0	1	1
Description of the poor (4)	1	0	0	1	0	1	2
Informed about poverty (4)	0	0	0	0	1	0	0

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* Numbers indicate the total number of significant associations possible.

Table X-2

Number of Significant Associations for Organization Respondents Who Acknowledge Exposure to the Mass Media, by Selected Characteristics, between Level of Exposure within Media Types and Attitude and Information Items

	Organization Characteristics						
Indicants of Attitude and Information:	Type of Organization		Percent Poverty Activity		Size		
	Economic	Other	Some	None	Small	Medium	Large
(Bases)	(119)	(52)	(53)	(115)	(63)	(47)	(61)
Newspapers							
Causes of poverty (3)*	0	1	0	0	0	0	2
Solutions to poverty (3)	1	0	0	1	2	0	0
Description of poverty (7)	0	2	1	1	3	0	1
Description of the poor(4)	0	1	0	1	0	1	2
Informed about poverty (4)	0	0	2	1	1	0	1
Radio							
Causes of poverty (3)	0	0	0	0	0	0	1
Solutions to poverty (3)	0	0	1	0	0	0	0
Descriptions of poverty (7)	1	0	1	0	2	0	0
Description of the poor(4)	0	0	0	0	0	1	0
Informed about poverty (4)	1	0	1	1	1	0	1
Television							
Causes of poverty (3)	0	1	0	0	0	0	0
Solutions to poverty (3)	0	0	0	0	0	1	1
Description of poverty (7)	1	1	0	1	0	0	2
Description of the poor(4)	0	2	0	0	1	2	0
Informed about poverty (4)	0	0	1	0	0	0	0

Table X-2, cont.

	Organization Characteristics						
Indicants of Attitude and Information:	Type of Organization		Percent Poverty Activity		Size		
	Economic	Other	Some	None	Small	Medium	Large
(Bases)	(119)	(52)	(53)	(115)	(63)	(47)	(61)
Magazines							
Causes of poverty (3)*	0	0	0	0	1	0	0
Solutions to poverty (3)	0	1	0	0	2	1	0
Description of poverty (7)	1	4	3	0	0	5	0
Description of the poor (4)	0	0	0	0	0	0	0
Informed about poverty (4)	2	0	0	1	0	0	2

---

* Numbers indicate the total number of significant associations possible.

Table X-3

Number of Significant Associations for Organization Respondents Who Acknowledge Exposure to the Mass Media, by Selected Characteristics, between Level of Overall Exposure to Grouped Media Agents and Attitude and Information Items

By Type of Organization:

(Bases)	Economic (119)			Other (52)		
Indicants of Attitude and Information:	Type Newspaper:			Type Newspaper:		
	N.Y. Metro (3)*	State (1)	Local (1)	N.Y. Metro (1)	State (1)	Local (1)
Causes of poverty (3)*	1	1	0	2	0	0
Solutions to poverty (3)	2	0	2	0	0	0
Description of poverty (7)	2	0	2	4	1	1
Description of the poor (4)	2	0	0	0	0	1
Informed about poverty (4)	1	0	0	0	0	0

	Type Television:			Type Television:		
	Natl. Network (3)*	N.Y. Metro (2)	Educational (1)	Natl. Network (2)	N.Y. Metro (0)	Educational (0)
Causes of poverty (3)	1	4	1	1	-	-
Solutions to poverty (3)	0	2	0	0	-	-
Description of poverty (7)	0	1	0	2	-	-
Description of the poor (4)	1	0	0	1	-	-
Informed about poverty (4)	0	0	0	0	-	-

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* Numbers under column headings indicate number of media agents in category, and numbers beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table X-3, cont.

By Proportion of Poverty Activity:

(Bases)	Some (53)			None (115)		
Indicants of Attitude and Information:	Type Newspaper:			Type Newspaper:		
	N.Y. Metro (1)*	State (2)	Local (1)	N.Y. Metro (3)	State (1)	Local (1)
Causes of poverty (3)*	0	1	1	1	1	0
Solutions to poverty (3)	2	2	1	2	0	2
Description of poverty (7)	2	1	0	1	1	2
Description of the poor (4)	0	0	1	1	0	1
Informed about poverty (4)	0	2	1	0	1	0

	Type Television:			Type Television:		
	Natl. Network (3)*	N.Y. Metro (1)	Educational (0)	Natl. Network (3)	N.Y. Metro (1)	Educational (1)
Causes of poverty (3)	1	0	-	4	3	1
Solutions to poverty (3)	1	0	-	2	0	0
Description of poverty (7)	2	1	-	0	1	2
Description of the poor (4)	2	0	-	2	0	0
Informed about poverty (4)	2	0	-	0	0	0

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* Numbers under column headings indicate number of media agents in category, and numbers beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table X-3, cont.

By Size: (Bases)	Small (63)			Medium (47)			Large (61)		
	Type Newspaper:			Type Newspaper:			Type Newspaper:		
Indicants of Attitude and Information:	N.Y. Metro (2)*	State (1)	Local (1)	N.Y. Metro (2)	State (1)	Local (1)	N.Y. Metro (3)	State (2)	Local (1)
Causes of poverty (3)*	1	0	0	2	1	0	2	0	1
Solutions to poverty (3)	0	2	2	0	0	1	1	0	0
Description of poverty (7)	1	2	4	3	1	0	4	0	1
Description of the poor (4)	1	0	0	1	2	0	3	1	0
Informed about poverty (4)	1	0	0	1	0	0	3	0	1
	Type Television:			Type Television:			Type Television:		
	Natl. Network (3)*	N.Y. Metro (1)	Educational (0)	Natl. Network (3)	N.Y. Metro (1)	Educational (0)	Natl. Network (3)	N.Y. Metro (1)	Educational (0)
Causes of poverty (3)	0	0	-	0	1	-	1	1	-
Solutions to poverty (3)	0	0	-	0	3	-	1	0	-
Description of poverty (7)	2	0	-	0	0	-	3	1	-
Description of the poor (4)	1	0	-	1	0	-	0	1	-
Informed about poverty (4)	1	0	-	0	1	-	0	0	-

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* Numbers under column headings indicate number of media agents in category, and numbers beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table X-4

Number of Significant Associations for Organization Respondents Who Cited One of the Media as a Major Source of Poverty Material, by Selected Characteristics, Between Exposure to Proportions of Poverty Material in Selected Media Segments and Attitude and Information Items

By Type of Organization:

(Bases)	Economic (99)				Other (23)			
Indicants of Attitude and Information:	Percent Poverty in:				Percent Poverty in:			
	News	Editls/ Features	Total	Multiplicity	News	Editls/ Features	Total	Multiplicity
Causes of poverty (3)*	0	0	0	0	0	0	0	0
Solutions to poverty (3)	0	0	0	0	1	0	0	0
Description of poverty (7)	1	0	1	2	1	2	1	1
Description of the poor (4)	0	0	0	0	0	1	1	1
Informed about poverty (4)	0	0	0	0	0	1	1	1

By Proportion of Poverty Activity:

(Bases)	Some (31)				None (90)			
	Percent Poverty in:				Percent Poverty in:			
	News	Editls/ Features	Total	Multiplicity	News	Editls/ Features	Total	Multiplicity
Causes of poverty (3)	0	0	0	0	0	1	0	0
Solutions to poverty (3)	2	0	0	1	0	1	0	0
Description of poverty (7)	1	2	1	0	2	0	1	3
Description of the poor (4)	0	1	0	0	0	0	0	0
Informed about poverty (4)	0	1	0	0	0	0	1	0

---

* Numbers indicate the total number of significant associations possible.

Table X-4, cont.

By Size:

Indicants of Attitude and Information:	Small (46)				Medium (35)				Large (42)			
	Percent Poverty in:			Multi-plicity	Percent Poverty in:			Multi-plicity	Percent Poverty in:			Multi-plicity
	News	Editls/ Features	Total		News	Editls/ Features	Total		News	Editls/ Features	Total	
Causes of poverty (3)*	0	1	0	0	0	0	0	1	0	0	0	2
Solutions to poverty (3)	0	0	0	0	1	0	0	0	0	0	0	0
Description of poverty (7)	1	2	2	0	2	0	1	0	2	0	0	1
Description of the poor (4)	0	0	0	1	1	2	0	0	0	0	0	0
Informed about poverty (4)	0	1	0	0	1	0	0	0	1	0	0	0

---

* Numbers indicate the total number of significant associations possible.

Table X-5

Number of Significant Associations for Organization Respondents Who Cited Newspapers or Television as a Major Source of Poverty Material, by Selected Characteristics, between Exposure to Proportions of Poverty Material in Selected Media Segments and Attitude and Information Items

By Type of Organization:

	Economic Organization Respondents Citing Newspapers				Other Organization Respondents Citing Newspapers			
(Bases)	(44)				(8)			
Indicants of Attitude and Information:	Percent Poverty in:				Percent Poverty in:			
Newspapers	News	Editls/ Features	Total	Multiplicity	News	Editls/ Features	Total	Multiplicity
Causes of poverty (3)*	0	0	1	1	-	-	-	-
Solutions to poverty (3)	0	0	0	0	-	-	-	-
Description of poverty (7)	0	0	0	0	-	-	-	-
Description of the poor (4)	1	1	0	0	-	-	-	-
Informed about poverty (4)	0	0	0	1	-	-	-	-

	Economic Organization Respondents Citing Television				Other Organization Respondents Citing Television			
(Bases)	(33)				(6)			
	Percent Poverty in:				Percent Poverty in:			
Television	News	Editls/ Features	Total	Multiplicity	News	Editls/ Features	Total	Multiplicity
Causes of poverty (3)	0	0	0	0	-	-	-	-
Solutions to poverty (3)	0	0	0	0	-	-	-	-
Description of poverty (7)	1	0	1	1	-	-	-	-
Description of the poor (4)	0	0	0	0	-	-	-	-
Informed about poverty (4)	0	0	1	0	-	-	-	-

---

* Numbers indicate the total number of significant associations possible.

Table X-5, cont.

By Proportion of Poverty Activity:

	Respondents from Organizations with Some Poverty Activity Citing Newspapers				Respondents from Organizations with No Poverty Activity Citing Newspapers			
(Bases)	(12)				(40)			
	Percent Poverty in:				Percent Poverty in:			
Indicants of Attitude and Information: Newspapers	News	Editls/ Features	Total	Multi- plicity	News	Editls/ Features	Total	Multi- plicity
Causes of poverty (3)*	0	0	0	0	0	0	0	0
Solutions to poverty (3)	0	0	0	0	0	0	0	0
Description of poverty (7)	0	0	0	0	0	0	0	0
Description of the poor (4)	1	0	0	0	1	1	0	0
Informed about poverty (4)	0	0	1	0	0	1	0	1

	Respondents from Organizations with Some Poverty Activity Citing Television				Respondents from Organizations with No Poverty Activity Citing Television			
(Bases)	(9)				(34)			
	Percent Poverty in:				Percent Poverty in:			
Television	News	Editls/ Features	Total	Multi- plicity	News	Editls/ Features	Total	Multi- plicity
Causes of poverty (3)	–	–	–	–	0	0	0	0
Solutions to poverty (3)	–	–	–	–	0	0	0	0
Description of poverty (7)	–	–	–	–	0	0	1	2
Description of the poor (4)	–	–	–	–	1	0	0	0
Informed about poverty (4)	–	–	–	–	0	1	1	0

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* Numbers indicate the total number of significant associations possible.

Table X-5, cont.

By Size:	Small Organization Respondents Citing Newspapers				Medium Organization Respondents Citing Newspapers				Large Organization Respondents Citing Newspapers			
(Bases)	(19)				(15)				(18)			
Indicants of Attitude and Information:	Percent Poverty in:				Percent Poverty in:				Percent Poverty in:			
	News	Editls/ Features	Total	Multi- plicity	News	Editls/ Features	Total	Multi- plicity	News	Editls/ Features	Total	Multi- plicity
Newspapers												
Causes of poverty (3)*	0	0	0	0	0	1	0	0	0	0	0	0
Solutions to poverty (3)	1	0	2	0	0	0	0	0	1	1	1	0
Description of poverty (7)	0	0	1	1	0	0	0	0	0	0	0	0
Description of the poor(4)	0	0	0	0	0	1	0	1	1	1	1	0
Informed about poverty (4)	0	0	2	1	0	0	0	0	1	0	0	0

	Small Organization Respondents Citing Television				Medium Organization Respondents Citing Television				Large Organization Respondents Citing Television			
(Bases)	(17)				(10)				(12)			
	Percent Poverty in:				Percent Poverty in:				Percent Poverty in:			
Television	News	Editls/ Features	Total	Multi- plicity	News	Editls/ Features	Total	Multi- plicity	News	Editls/ Features	Total	Multi- plicity
Causes of poverty (3)	0	0	0	0	0	1	0	0	0	0	0	0
Solutions to poverty (3)	1	0	2	0	0	0	0	0	1	1	1	0
Description of poverty (7)	0	0	1	1	0	0	0	0	0	0	0	0
Description of the poor(4)	0	0	0	0	0	1	0	1	1	1	1	0
Informed about poverty (4)	0	0	2	1	0	0	0	0	1	0	0	0

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* Numbers indicate the total number of significant associations possible.

Table X-6

Number of Significant Associations for Organization Respondents Who Cited One of the Media as a Major Source of Poverty Information between the Level of Exposure to Media Poverty Content and Attitude and Information Items

By Type of Organization:	Economic Organization Respondents					Other Organization Respondents				
(Bases)	(99)					(23)				
Indicants of Attitude and Information:	Media Poverty Content:					Media Poverty Content:				
	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)
Causes of poverty (3)*	1	1	0	2	0	0	0	1	0	0
Solutions to poverty (3)	0	1	2	1	0	0	0	0	1	0
Description of poverty (7)	4	6	2	7	2	5	6	5	7	1
Description of the poor (4)	0	1	0	1	0	2	1	2	2	0
Informed about poverty (4)	3	0	1	3	0	0	0	2	3	0
By Proportion of Poverty Activity:	Organizations with Some:					Organizations with None:				
(Bases)	(31)					(90)				
Causes of poverty (3)	0	0	2	1	0	4	0	1	4	0
Solutions to poverty (3)	1	1	4	4	1	0	1	3	2	0
Description of poverty (7)	0	2	3	2	0	4	3	2	8	3
Description of the poor (4)	0	1	3	4	0	0	2	2	1	0
Informed about poverty (4)	0	1	0	0	0	1	0	0	1	0

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table X-6, cont.

By Size: (Bases)	Small (46)					Medium (35)					Large (42)				
	Media Poverty Content:					Media Poverty Content:					Media Poverty Content:				
Indicants of Attitude and Information:	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)
Causes of poverty (3)*	2	2	0	0	0	1	2	2	2	1	1	0	1	1	2
Solutions to poverty (3)	0	1	1	0	0	1	0	1	1	0	1	0	4	1	0
Description of poverty (7)	3	2	5	4	0	0	0	1	1	0	1	4	2	3	2
Description of the poor (4)	3	1	5	3	1	0	1	0	1	0	3	1	2	3	0
Informed about poverty (4)	5	0	1	3	0	1	0	0	3	0	1	0	1	1	0

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table X-7

Number of Significant Associations for Organization Respondents Who Cited Newspapers or Television as a Major Source of Poverty Information Between the Level of Exposure to Media Poverty Content and Attitude and Information Items

By Type of Organization:

	Economic Organization Respondents Citing Newspapers					Other Organization Respondents Citing Newspapers				
(Bases)	(44)					(8)				
	Media Poverty Content:					Media Poverty Content:				
Indicants of Attitude and Information: Newspapers	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multi-plicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multi-plicity (1)
Causes of poverty (3)*	0	2	0	1	1	-	-	-	-	-
Solutions to poverty (3)	0	1	0	1	0	-	-	-	-	-
Description of poverty (7)	0	1	2	2	0	-	-	-	-	-
Description of the poor (4)	0	0	2	0	0	-	-	-	-	-
Informed about poverty (4)	1	4	1	2	1	-	-	-	-	-

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table X-7, cont.

By Type of Organization (cont.):

(Bases) Indicants of Attitude and Information: Television	Economic Organization Respondents Citing Television (33)					Other Organization Respondents Citing Television (6)				
	Media Poverty Content:					Media Poverty Content:				
	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multi-plicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multi-plicity (1)
Causes of poverty (3)*	0	0	1	1	0	-	-	-	-	-
Solutions to poverty (3)	1	0	4	2	0	-	-	-	-	-
Description of poverty (7)	1	2	2	0	1	-	-	-	-	-
Description of the poor (4)	0	0	0	1	0	-	-	-	-	-
Informed about poverty (4)	4	2	2	3	0	-	-	-	-	-

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table X-7, cont.
By Proportion of Poverty Activity:

(Bases) Indicants of Attitude and Information:	Respondents from Organizations with Some Poverty Activity Citing Newspapers (12)					Respondents from Organizations with No Poverty Activity Citing Newspapers (40)				
	Media Poverty Content:					Media Poverty Content:				
Newspapers	Causes (3)*	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)	Causes (3)	Solutions (3)	Descr. Poverty (5)	Descr. Poor (4)	Multiplicity (1)
Causes of poverty (3)*	0	0	0	0	0	0	0	0	2	0
Solutions to poverty (3)	2	0	0	2	0	0	0	0	0	0
Description of poverty (7)	2	1	5	2	0	0	1	2	0	0
Description of the poor (4)	0	0	3	2	0	2	1	3	3	0
Informed about poverty (4)	0	2	3	3	0	0	3	2	2	1
Television (Bases)	Respondents from Organizations with Some Poverty Activity Citing Television (9)					Respondents from Organizations with No Poverty Activity Citing Television (34)				
Causes of poverty (3)	-	-	-	-	-	0	0	3	0	0
Solutions to poverty (3)	-	-	-	-	-	1	0	2	1	0
Description of poverty (7)	-	-	-	-	-	1	1	4	0	2
Description of the poor (4)	- -	-	-	-	-	0	0	0	0	0
Informed about poverty (4)	-	-	-	-	-	4	4	2	3	0

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Table X-7, cont.

By Size:	Small Organization Respondents Citing Newspapers					Medium Organization Respondents Citing Newspapers					Large Organization Respondents Citing Newspapers				
(Bases)	(19)					(15)					(18)				
	Media Poverty Content:					Media Poverty Content:					Media Poverty Content:				
Indicants of Attitude and Information:	Causes	Solu-tions	Descr. Pov-erty	Descr. Poor	Multi-pli-city	Causes	Solu-tions	Descr. Pov-erty	Descr. Poor	Multi-pli-city	Causes	Solu-tions	Descr. Pov-erty	Descr. Poor	Multi-pli-city
Newspapers	(3)*	(3)	(5)	(4)	(1)	(3)	(3)	(5)	(4)	(1)	(3)	(3)	(5)	(4)	(1)
Causes of poverty (3)*	0	3	0	0	0	0	0	0	3	0	0	0	0	0	0
Solutions to poverty (3)	0	0	0	1	0	0	2	1	3	0	2	0	1	2	0
Description of poverty (7)	0	3	1	2	1	5	1	6	3	0	0	1	2	5	0
Description of the poor(4)	0	0	2	0	0	3	2	0	3	1	2	1	4	5	0
Informed about poverty (4)	4	0	0	0	1	1	1	0	5	0	0	1	2	0	0
	Small Organization Respondents Citing Television					Medium Organization Respondents Citing Television					Large Organization Respondents Citing Television				
Television (Bases)	(17)					(10)					(12)				
Causes of poverty (3)	0	0	1	1	0	4	3	6	5	1	1	0	1	1	1
Solutions to poverty (3)	0	0	0	0	0	1	0	1	2	0	0	0	3	1	0
Description of poverty (7)	0	0	1	1	0	1	1	2	1	1	0	0	1	0	0
Description of the poor(4)	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
Informed about poverty (4)	2	3	1	2	1	2	2	1	1	0	0	0	1	1	0

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* Numbers under column headings and beside row headings indicate number of indicants in each category. The number of significant associations possible for each cell is derived by multiplying the two.

Chapter XI

SUMMARY AND CONCLUSIONS

As was explained at the beginning of this report, the major purpose of the study was to examine a community's need for information, the means by which people in the community get information, and the factors associated with the encouragement or deterence of the search for information. The inquiry developed both from an intrinsic interest in these matters and as a vehicle for exploring techniques that might be applicable to such an undertaking. A consideration behind the formulation of these issues was a concern with the potential role of the public library in other than traditional methods of contributing to the search for and acquisition of information by members of the community.

Once the decision was made to select a single topic as the focus, that is, "poverty," the next step was to define the major sources of input. Clearly the mass media - newspapers, magazines, radio and television - are one such source. Therefore criteria were established for the selection of representatives of these sources and for sampling input about poverty within them.

National, state and local organizations are additional sources of information input, though the problem of assessing their role is much more difficult. It was decided to attempt to get at this input more indirectly. Respondents in the organization sample were questioned both as to inputs made by the organizations with which they were affiliated and to inputs they themselves received from other local, state or national organizations. In addition, respondents from the household sample were questioned concerning the inputs they received from organizational sources. Given the tremendous variations in form, frequency and content of such input, serious problems were encountered in developing meaningful ways to measure them. In addition, since we had to rely on individual recollection primarily, with occasional samples of materials, the reliability of the results is open to serious question.

Two samples were drawn as a basis for assessing the demand for information, its supply, and the channels through which it flowed. One was a random sample of householders - occupants of dwelling units - in the community. The other was a sample, partly random and partly deliberately selected, of organizations in the community. Selection was used to ensure representation of local organizations which, because of their size or their function, might be expected to have a significant impact. Essentially the same interview was conducted with respondents from both samples, except as noted above. That is, organizational representatives were asked about the output of poverty information, if any, of the organizations they represented.

Findings Concerning Sources of Information

One reason for utilizing a sample of organizations in the community was to get some estimate of their poverty-related output. It was found that economic organizations, the largest category, produced very little. Of the "other" organizations, (education, government and religious/voluntary) almost half reported providing responses to requests for information; just more than one-third provided information through personal appearances; and one-quarter made available booklets, brochures and pamphlets produced locally or by the state or national level of the organizations of which they are a part.

Another way of getting at sources of poverty information was the ranking by respondents of their most important source of information. Among all organization respondents, newspapers were rated first, television second, and some distance behind, magazines and "other people" tied for third. This order, however, was largely a consequence of the ratings of respondents from economic organizations who were the most numerous. Thus, for example, television ranked last as a source of poverty information for respondents of educational organizations, while among respondents from government organizations, newspapers and television tied for fourth place. Among the latter, "personal experience" tied for second rank, and this source was ranked first by respondents from religious and voluntary organizations. Material from other organizations and books tended to be rated least important sources by all categories of respondents except those from government organizations, who accorded radio this honor.

Members of the household sample likewise were asked for their most important source of poverty information, with "library" added to the list and "personal experience" deleted from it. As was the case for organization respondents, newspapers were ranked 1st and television 2nd, both being given by slightly more than three-fifths of respondents. Radio was ranked 3rd and magazines 4th by householders whereas, as noted above, they were ranked 6th and 4th respectively by organization respondents. "Other people" ranked about the same for both community groups. Books, ranked 9th by the organization sample, were ranked 8th by householders, who ranked the library 9th as a source of poverty information. Though there were slight differences in the ranking of these sources by race, the similarities are much more impressive.

Members of the household sample, in addition, were asked to indicate which of the sources they trusted the most. Interestingly, television placed 1st in this ranking, for both white and black respondents, while both groups ranked newspapers 2nd, a reversal of the ranking on use. "People I know" were trusted more than they were used as a source by black respondents, so much so this category ranked 3rd on trust. Magazines ranked 4th on trust, where they ranked as a source, except that among blacks, magazines were trusted less than they were used as a source. It is of some interest that while books are ranked as low on trust as on use by both groups, libraries rose to the middle of the ranking, also for both groups.

It seems reasonably clear then that newspapers and television were considered significant sources of poverty information by both samples, and that the other media types, radio and magazines have a lesser though important role to play. This matter was explored further by looking at the number of media agents the respondents claimed to read or listen to regularly.

Among, household respondents, television received the highest endorsement using as the criterion that just three percent of both white and black respondents reported no channel to which they tuned. Next in importance were newspapers for white respondents and radio for blacks. Among both groups, magazines had the highest rate of non-exposure - almost one-third of whites and one-half of blacks not reading any magazines regularly.

Because of a difference in coding procedures, it is not possible to distinguish organization respondents who reported no exposure and therefore it is necessary to look at the modal frequency for some indications of relative exposure. Newspapers and magazines have the highest modal frequency. That is, more respondents from both economic and "other" organizations report reading three newspapers than any other number, just over one-third of the sample. One-quarter of respondents from economic organizations report reading three magazines, while almost one-third of those from "other" organizations claim to regularly read five magazines. Among those household respondents who report reading newspapers, the modal frequency is two for whites (45.3 percent) and one for blacks (39.6 percent). Among those who claim to read magazines, the modal frequency for both white and black householders is two magazines.

The relatively greater reliance of householders on television as compared to organization respondents, is reflected in this analysis. More than two-fifths of economic respondents mentioned just one television channel they watched regularly, and somewhat more "other" respondents mentioned two, so that two-fifths of all organization respondents mentioned one channel most frequently. The modal frequency among householders, by contrast, is three. Finally, for all categories except "other" respondents, the modal frequency of radio stations mentioned is one; for "other" respondents, it is two.

As a final step in exploring the mass media as a potential source of poverty information, we examined the proportions of each sample that reported exposure to each media agent. Among newspapers, the local paper was most widely read - by more than four-fifths of both samples. The metropolitan papers were next in importance as a category. Almost three-fifths of the organization respondents and just over one-quarter of the household sample reported reading the New York Times. A quarter of the organization respondents and almost one-third of th household respondents reported reading the New York Daily News. And a little less than those proportions of both samples read the Newark Star-Ledger.

The three national network channels were watched by a considerably higher proportion of both samples than were channels in the other categories. Just over one-quarter of the organization respondents said they watched the three metropolitan channels as compared to just over one half of the household respondents, a considerable difference. The same proportion of both groups - 13 percent of organization respondents and 14 percent of household respondents - reported watching the educational channel.

The radio station listened to most frequently by both groups - one-third of the organization sample and more than two-fifths of the household sample - was the local station. Next in frequency of mention by the organization sample (34 percent) were the two talk and information stations. For the household sample, these two stations and two of the popular music stations were equally important, being mentioned by just over one-quarter of these respondents.

Though magazines did not have as high a rate of exposure as other media, some magazines were read with significant frequency. Life magazine was the most widely read by both samples - almost two-fifths of organization respondents and almost one-third of household respondents. Another general interest magazine, Look and two news magazines, Time and Newsweek were all read by just over one fifth of organization respondents. Two general interest magazines, Look and Reader's Digest, and one news magazine, Time came next in order of importance among householders, being read by 14 to 16 percent of those respondents.

Having reviewed the patterns of exposure to the mass media among our respondents, we turn now to a summary of the poverty content of the media to which they were exposed.

Findings Concerning Information Available in the Mass Media

The analysis of the media centered around three basic questions:

1. How much poverty material is to be found in the various media types;

2. What is the content of this material, and how is the content distributed among the various media types; and

3. How is the content distributed among the various media agents within the media types?

The Quantity

Any attempt to equate column inches of newspaper space with minutes of radio or television is fraught with methodological hazards. Therefore the decision was made to determine the proportions of units appropriate to a particular media type that contained poverty material.

By far the largest amount of poverty material appeared in the news segments of newspapers, radio and television. In magazines, however, about one-quarter of the poverty items were in news segments and about two-fifths were in feature stories. Another way to look at this matter is in terms of the number of editions, issues or programs in which such material was to be found. Poverty material in news segments was found in almost nine of ten newspaper editions sampled; three-fifths of magazine editions; one-third of television news programs; and one-quarter of radio news programs.

Poverty material in feature stories was found at about the same rate in newspapers and magazines - two-fifths of all editions sampled. Poverty material in columns was also found at about the same rate in both media types - about one-fourth of editions sampled. Finally, this kind of material in editorials and letters-to-the-editor turned up somewhat more frequently in newspapers - in just more than one-quarter of editions sampled as compared to just under one-fifth of magazine editions sampled.

Thus the person exposed to the mass media is most likely to have been exposed to poverty material in news segments. This may have been an artifact of the time period covered, when poverty news was highly salient. Our typical community member is also most likely to encounter this material in newspapers, though this finding is influenced in part by the fact that the different media types have quite different schedules and were sampled in different ways.

The Content

The poverty content of the media was analyzed in two stages: First, a comparison was made of the content of the media types. Then a comparison was made of the content of the media agents within each of the types.

The Media Types

The poverty material sampled in the mass media was analyzed into five categories of major reference (causes of poverty, solutions to poverty, descriptions of poverty and of the poor, and information about administrative problems within poverty agencies), plus a sixth "other" category. Two-thirds of all references in all media types emphasized solutions to poverty. The second most frequent emphasis, except for magazines, was to administrative and personnel issues within poverty agencies. Among magazines, the second most important emphasis was on the extent of poverty.

Two of the categories, causes of poverty and solutions to poverty, were examined in greater detail. Both were divided into major subcategories, internal and external. For all media types just under one-fifth of references to causes of poverty were categorized as internal, that is, inherent in the individual who is poor. In magazines, this proportion rose to just over one-quarter. Among the internal factors, lack of skills, ambition, ability or education made up just over one-third of the references for all of the media though this proportion rose to over one-half on radio. With minor exceptions the various categories of internal causes received about the same emphasis in each of the media types.

External causes of poverty were divided into nine subcategories and there was substantial agreement on the top three rankings which made up about three-fifths of the references: lack of government concern; prejudice and discrimination; and unwillingness of employers to provide jobs. Again, with minor exceptions, the ranking of the external causes is essentially similar for all the media types.

Turning to references to solutions to the problem of poverty just over one-tenth focussed on internal factors. For all media types, two-fifths are to solutions involving the providing of goods or services to the poor, with the other references fairly evenly divided among the other six subcategories. Again, with minor exception the rank order of references is similar for all media types.

With regard to descriptions of poverty and the poor, about one-third of all references are to its urban character and another two-fifths touched on elements such as its importance or magnitude as a problem. Almost three-quarters of references to attributes of the poor described them as black and male, and just over one-half described them as young.

Thus far we have examined the distribution of the various categories of poverty material in the four media types. We found that while there were differences in some instances, the overall impression is one of similarity in emphasis. Nevertheless, there may be sharp differences among the media agents within types, and so we turned our attention next to the individual media agents.

The Media Agents

Several systems of ranking were developed to compare the relative proportions of poverty material carried by the different agents. Specifically, we used the proportions of references to internal and external causes and solutions, and the multiplicity of references per item, that is, the "richness" of items as the basis of these measures.

Two newspapers, The Newark News and The New York Times ranked high on all four content measures. The Newark News, in addition, ranked first on multiplicity. The New York Post ranked high on three content measures (internal and external causes and internal solutions) as did The Newark Star-Ledger (internal and external causes and external solutions), and both were high on multiplicity. The Afro-American and The New York Daily News were high on the same two rankings, external causes and internal solutions. The local newspaper was high on one ranking, external solutions, while The Wall Street Journal was high on none of them. Thus it was possible for readers of one newspaper, or different combinations of papers, to be exposed to somewhat different mixes of poverty materials.

One radio station, WNJR, scored high on all four content rankings as well as on multiplicity. This station is aimed at the black audience. Three stations, including the local one, were high on three of the content rankings and multiplicity: WCBS and WNBC on internal causes and internal and external solutions; and WCTC, the local station, on internal and external causes and external solutions.

Six of the 13 stations included in the analysis scored high on just two rankings.

The overwhelming emphasis for all radio stations was on external solutions and while some differences emerge between stations, they are of little significance because of the relatively small number of references involved.

The distribution of references to poverty on television is somewhat different from that for newspapers and radio. There are relatively more references in two categories, external causes and internal solutions. Among the seven channels surveyed, the education channel stands out, scoring high on all four content rankings and first on multiplicity of references to solutions per poverty item. Based on this measure of "richness," television tends to score somewhat higher than newspapers or radio, suggesting a potentially greater impact for exposure to television.

The greatest variation in the destribution of references to causes of and solutions to poverty was found among the magazines. For all magazines, 49 percent of references were to external solutions. But this proportion dropped as low as 24 percent for *The Saturday Review of Literature*, 26 percent for *Look*, and 31 percent for *The Ladies Home Journal*. In all instances there was a greater than average emphasis on causes of poverty. Considerably above average in emphasis on external solutions were *U.S. News & World Report* (73 percent) and *Newsweek* (69 percent).

The diversity of emphasis in magazines is highlighted when we look at the relative rankings by magazine type. Among picture magazines, *Ebony* and *Life* were high on all four content rankings while *Look* was high on just two. Of the news magazines, *Business Week* and *Time* were high on two rankings, *Newsweek* on one, and *U.S. News & World Report* on none. The results are similarly varied on the measure of multiplicity. Thus it seems fair to suggest that of the four media types, for the media agents surveyed, the greatest range of emphases is likely to be found among magazines. Put another way, the reader of one magazine is more likely to find a unique emphasis in that magazine as compared to another magazine, than would be the case, for example, of someone who watched one television channel rather than another.

A crude measure of the degree of diversity or similarity within media agents of different media types but common ownership was created by comparing the dichotomous rankings. Two groupings, WNBC-Channel

4 and The New York Daily News-Channel 11 show the closest fit with one discrepancy out of five comparisons. At the other end of this scale, The New York Times-WQXR showed three such discrepancies while WABC-Channel 7 and WOR-Channel 9 each were similar on just one set of rankings. This suggests more variation than perhaps might have been expected.

What People Know and How They Feel

In general, a higher proportion of the organization sample gave appropriate answers to factual questions about poverty indicating, by this measure at least, somewhat greater knowledge. However, in response to the question, "Do you feel well informed about poverty in New Brunswick?" almost identical proportions of both samples replied affirmatively - 28 percent among organization respondents, 26 percent among householders. Furthermore, if the questions are ranked in terms of the proportion giving the correct answer, the rank order is identical for both samples.

Fairly large differences in the proportion of correct answers showed up on two questions. Seventy-two percent of organization respondents compared to 56 percent of household respondents correctly estimated the proportion of families in the United States with incomes under $3,000. And 40 percent of the former compared to 18 percent of the latter knew the name of the local anti-poverty organization. Among organization respondents, those from government agencies had the highest proportion of correct answers on three of the four factual questions,and more than half of these respondents considered themselves well informed. White householders were better informed than blacks on two questions and the reverse was true on the other two. Nevertheless, almost twice as many black respondents (40 percent compared to 22 percent) considered themselves well informed.

Causes of Poverty

The analysis of the media showed that, in the internal cause categories, more than one-third of the references were to deficits of skill, ambition, ability or education among the poor. The categories used for the interview sample were more refined so that comparisons between the emphasis in the media and the attitudes of the respondents can only be approximate. Nevertheless, among members of both samples, lack of skills or ability ranked 1st of the internal causes, endorsed by about half of the respondents from all types of organizations and about two-thirds of white and black householders. Lack of ambition and indifference to education were ranked 4th and 5th in both samples, though among black householders the latter category ranked 7th. Lack of intelligence came at the bottom of the ranking of internal causes of poverty, in both samples.

In the media, references to problems of emotional or physical health as an internal cause of poverty ranked 2nd, accounting for one-quarter of the references. Respondents in both samples ranked this factor 6th, the category being endorsed by 9 percent of organization respondents and 18 percent of household respondents. There were significant variations, however. Among organization respondents, those from government agencies ranked this factor 2nd, while among householders, black respondents ranked it 3rd.

Turning to external causes of poverty, in the media lack of concern by the government ranked 1st followed in order by prejudice and discrimination; unwillingness of employers to provide jobs; and lack of public concern in the list of nine factors. The ordering of external causes by respondents was quite different. The ease of staying on welfare was ranked 1st by organization respondents and 2nd by householders, though references to the welfare system in the media constituted just 5 percent of references to external causes and ranked second from the bottom of the list. Lack of good housing, which tied for 5th rank in the media with just 8 percent of references, was ranked 1st by householders but 4th by organization respondents. Prejudice and discrimination are not seen as too relevant by organization respondents, tieing for 6th place (tieing for 1st, however, among respondents from religious and voluntary organizations). But among householders, this cause of poverty ranks 4th, endorsed by two-fifths of the total sample and four-fifths of the black sample, which placed this factor in a tie for 1st rank among these respondents.

Lack of jobs, likewise, is evaluated quite differently by members of the community than would be inferred by the emphasis in the media. This external cause ties for 8th rank among organization respondents and is ranked 8th by both white and black householders. Similarly with the inadequacies of education as a source of poverty. This factor ties for 2nd place in emphasis in the media, ranks 5th among organization respondents, but 9th among householders - rising only to 7th place among black respondents. As was noted originally, blacks interviewed endorsed many more of the external causes than did whites, so that all except one - welfare as a cause of poverty - received a significantly higher rate of endorsement among black respondents.

Solutions to Poverty

Among the references to internal solutions to poverty found in the media, self-organization by the poor for non-violent "extra-legal" acts such as demonstrations and boycotts was most frequent (48 percent of references) followed in order by organizing to provide goods and services; to better use the existing power structure; and to initiate educational programs. Just 5 percent of references were to the use of violence by the poor to solve their problems and this solution ranked 5th and last in number of references. There was obvious agreement on this point, violence being ranked 5th by all groups in both samples. Contrary to the emphasis in the media, members of both samples relegated boycotts, demonstrations and so on to 4th place among solutions. Otherwise, the relative emphasis on the internal solutions offered to the respondents in the samples was roughly comparable to the frequency of such references in the media.

With regard to external solutions, providing goods or services received by far the most references in the media, constituting two-fifths of all references in this category. Next in importance, each found in somewhat more than one-tenth of the references were such external solutions as spending more money on programs or providing more funds directly to the poor, reducing discrimination, and teaching the poor to conform to the rules of the game in this society. Giving political power to the poor was found in just 5 percent of the references, and proposals to control or suppress the poor ranked last.

The alternatives offered to the members of the community included one addition, that of urging the poor to control family size. There are a number of differences among the rankings in the media, and those of the two samples. Providing goods and services, ranked first in the media, tied for second among organization respondents and tied for fourth among householders. Providing more money directly to the poor tied for third in the media but came at the bottom of the rankings by members of the community. On the other hand, teaching the poor to conform, which also tied for third in the media, was ranked first by organization respondents and tied for fourth among householders. Giving political power to the poor, found infrequently in the media, ranked equally low as an external solution among members of the community. One alternative offered the community members that did not exactly match with the categories used for the media analysis, organizing the poor to get more from existing facilities and services, tied for sixth among organization respondents, but was ranked first by householders. There was, therefore, considerably more variation with regard to external solutions both between the two samples, and between the samples and the material found in the media to which they were exposed than was the case with reference to internal solutions.

Descriptions of Poverty and the Poor

The analysis of the poverty content of the media showed that about one-third of references were to its urban location and two-fifths dealt with its importance or magnitude as a problem. Poverty as a serious problem, as one of interest to the respondents and as complex all were endorsed by more than half of the organization respondents. There was little difference in the ranking of responses by interviewees from different types of organizations.

Fewer items were used in the parallel question to the household sample so that direct comparison is difficult. However, white and black respondents show a somewhat different emphasis. Among whites, the emphasis is on poverty as a problem that can be solved, that is complicated and widespread. Among blacks, the emphasis is on poverty as widespread and highly visible.

As to who the poor are - references in the media focussed on them as being black, male and young. The same emphasis is found among organization respondents, except that those from government organizations de-emphasize, relatively, their maleness and place greatest emphasis on their youth. The choices available to the household sample were a little different, and the poor are seen by both white and black respondents as urban, black, and good. Our conclusion, however, is that there are substantial areas of agreement on the ranking of attributes of poverty and the poor in the media and in both samples.

Views on Social Problems

The salience of poverty as a problem was explored by asking respondents to rate a series of national and local social problems as to their importance. For the national problems, the ranking was the same for both samples: the war in Vietnam; crime in the cities; race; and poverty, in that order. One notes, however, that among organization respondents, this ranking is the product entirely of the responses of those from economic organizations. People from other types of organizations virtually reverse the order. We find almost the same reversal among black respondents: they rank race as the most important of the four, the war as the least important.

As to local issues, among organization respondents, housing was rated first, endorsed by more than one-third of the sample. Housing was followed in order of importance by: race; drug addiction; poverty; and crime, listed by from 29 to 22 percent of the sample. The ordering by respondents from different organizations is roughly similar, with the exception that much more emphasis is put on drugs as a problem by those from economic organizations than people from other types.

The results from the household sample were different in interesting ways. High taxes ranked first as a local problem among householders, but 8th among organization respondents. That is, it ranked 1st among whites but tied for 4th among blacks. Among the latter, the cost of living ranked first. Poverty ranked 8th as a problem among whites, 9th among blacks. In this regard, the household respondents were most similar to respondents from economic organizations who ranked poverty 7th as a problem. In short, poverty did not seem to command sharp attention among any group of respondents.

The Relationships of Mass Media Exposure to Knowledge and Beliefs

Having analyzed the poverty content of the mass media and the attitudes, beliefs and knowledge of the two samples of respondents, the final step was to confront the question of the relationship between exposure to content and personal attitudes. This was done in three steps, examining the effect first of the number of media agents to which respondents were exposed; second, the proportion of space devoted to poverty material; and third, the amount of poverty material in the media.

Overall Exposure to the Mass Media

For both samples as a whole, with regard to indicants of causes of poverty, there was no association between the number of media agents to which respondents were exposed and the attitudes they revealed. Within the organization sample, significant associations were found for representatives of "other" organizations that are small in size and do not engage in poverty activity. But differences are minor. Within the household sample, differences of education, race and age made no difference - there continues to be no association.

The results are identical for both samples with regard to the next measure, solutions to poverty - no association between the amount of exposure and attitudes. Here, the types of organizations represented by the respondents did not alter the result. Nor did the personal characteristics of the household sample, that is, education, race and age.

The third set of indicants relate to the description of poverty. In the organization sample, significant associations were found between exposure and three of the seven items used. There was no association between exposure and these indicants for the household sample. Examination of the organization sample showed that the association did not vary with organizational characteristics - the type of organization from which the respondent came does not influence the outcome. The same is true for the household sample - personal characteristics do not influence the outcome.

With regard to the description of the poor, there is a significant association between the measure of exposure and just one of the four items making up this indicant for organization respondents, none for household respondents. The internal characteristics of each sample do not affect the outcome.

The strongest association between exposure and indicants, and the sharpest difference between the samples, has to do with information about poverty. There are no significant associations between exposure and knowledge for the organization sample, but there are four of five possible for the household sample. This finding holds without regard to the type of organization for organization respondents. Within the household sample, the relationship seems to be strongest for those in the oldest age category.

We have found, then, with but two exceptions, that there is no association between the number of agents to which a respondent is exposed and his attitudes. Now we want to know what happens if we take into account the kind of media to which the respondent is exposed.

Exposure by Media Types

The type of media exposure does not influence the relationship of overall exposure to indicants of attitude about causes of poverty for organization respondents - there are no significant associations at all. The pattern is a little different with the household sample: Whereas previously there were no significant associations, there are now two for those who watch television and one for those who listen to the radio. Among organizational respondents who are newspaper readers, nevertheless, there is some evidence of a relationship between exposure and attitude for those from large organizations. As might be expected, among householders, some differentiation is found among television viewers. There are more significant associations between type of exposure and attitudes for those who are white, have more education and are in the middle age category - 30 to 49.

Type of media to which respondents were exposed also has some effect on associations with the indicants of solutions to poverty. Where before there were no significant associations, now there is one for each sample: among newspaper readers for organization respondents, and among radio listeners for household respondents. Within the former sample, the association for newspaper readers comes from those affiliated with small organizations. There is some evidence also that magazine readers from small organizations are affected by the quantity of their exposure. Within the latter sample, respondents who are white and in the oldest age category are influenced by their exposure to radio.

The previously noted association between exposure and the indicants of the description of poverty in the organization sample becomes even more evident when the relationship is examined in terms of the types of media. For those who read magazines, there are significant associations between exposure and four of the seven indicants. There are also significant associations between overall exposure and two of the indicants for newspaper readers and one indicant for those who listen to the radio or watch television. The findings are similar, though not as strong, for the household sample. Where before there were no significant associations, there are now revealed two for magazine readers and two for radio listeners.

Within the organization sample, there results in addition, a clear differentiation in terms of the organization affiliation of respondents. The significant associations are among magazine readers who come from "other" organizations that engaged in some poverty activity and are medium in size. Among newspaper readers, two characteristics seem important: those affected by newspaper exposure are from "other" organizations that are small. Within the household sample, exposure to magazines appears to be relevant only for the characteristic of age - the significant associations show up among those in the youngest age category. Radio exposure has consequences for white respondents who have the higher level of education, regardless of age.

Controlling for type of media exposure does not have much influence on the effect of level of overall exposure on indicants of the description of the poor. Each sample shows one significant association - among organization respondents, magazines have a significant effect on attitudes dealing with the description of the poor, and among household respondents, newspapers have a significant effect. Within the organization sample, there are no significant associations among magazine readers for these indicants. Nor does any other type of media exposure have much effect. The results are much the same for the household sample.

Controlling for type of media exposure does have some influence with regard to the indicants of knowledge about poverty. Whereas previously there were no significant associations at all, we now find that, for magazine readers and radio listeners, there are significant associations between overall exposure and two of the indicants, of four such associations possible. Among householders, there are significant associations between the level of overall exposure and four indicants among newspaper readers, three indicants among magazine readers, and one among radio listeners, of five possible. The significant associations for organizational magazine readers are found among representatives of large economic organizations. Radio listening does not have a similar differentiating effect. For the household sample, the effect of newspaper exposure is strongest among those who are white, have more education and fall into the middle age category. Reading magazines leads to significant associations between exposure and the indicants for those who are white and have more education, regardless of age.

The influence of overall exposure, the number of media agents to which the respondents are exposed, while limited, becomes more focussed when account is taken of the type of media. Magazine readership appears to be the most potent form of exposure, somewhat more so for organization respondents, with newspapers next in importance for both groups. It seems, however, that the addition of this factor, media type, does not produce discernable patterns in the relationship between exposure and attitudes. The next step, then, is to introduce still another factor, that of the media agent within the media type.

Overall Exposure by Media Agents

In reviewing the influence of overall exposure on attitudes above, we noted little association for those who reported reading newspapers, with one exception: among householders, with reference to indicants of information about poverty. Nevertheless, among newspaper reading organization respondents, there is a slight tendency for more frequent associations among those who favor metropolitan newspapers. The same is true for the household sample. However, with reference to the observed association between overall exposure and the indicants of information about poverty, there are about the same proportion of significant associations for each kind of media agent. Within the organization sample, despite minor exceptions, the kind of newspaper read does not seem to produce different patterns of association between exposure and attitudes for respondents by the type of organization with which they are affiliated.

We know there is a strong relationship, for household newspaper readers, between overall exposure and indicants of information about poverty. We know that the association is not materially affected by the kind of newspaper that is read. However, state newspapers are salient for those with a higher level of education. There is no difference by race, and it seems the salience of metropolitan newspapers is primarily for those in the middle age category.

Radio as a media type produced few significant associations among organization respondents and a scattering of them among householders. Looking at the types of radio stations, no particular pattern emerged for either sample.

Despite the widespread exposure to television, such exposure evidenced little influence for overall exposure. For the organization sample as a whole, channel type was not a significant variable. This was generally true for the household sample with one exception: the association between overall exposure and information about poverty was considerably greater for those who watched network television than local channels. Within the household sample, channel type was important for information about poverty only in connection with one personal characteristic, race. Significant associations were found between overall exposure and information about poverty among white network channel watchers, but not among those who are black.

Finally, with reference to magazines, it was found that their influence related to different indicants in the two samples: the description of poverty in the organization sample; information about poverty in the household sample. In the former case, only news and general magazines were reported with sufficient frequency to permit analysis, and modest associations between the level of overall exposure and the indicants of the description of poverty were found for both. In the latter case, the same two types of magazines were most important as sources of influence.

In summary then, a moderate level of relationship was found between the level of overall exposure and indicants of the description of poverty for members of the organization sample. This relationship was primarily a result of the association between the measure of the level of exposure and readership of news and general magazines. In the household sample, a substantial relationship was found between the level of overall exposure and indicants of information about poverty, among both magazine and newspaper readers. Among magazine readers, the relationship was primarily a result of exposure to news and general magazines. For newspaper readers, the kind of newspaper made little difference, nor was there a strong association between the kind of newspaper read and any of the three personal characteristics explored. We now turn to the examination of the relationship between the level of exposure to poverty material in different media segments and attitudes and information.

Exposure to Poverty Material in Media Segments

The basic pattern reported about the level of overall exposure is repeated with these measures. A modest association exists between the measures of the level of exposure to poverty material in news segments, editorial and feature segments, and all segments on the one hand, and indicants of the description of poverty, on the other, for organization respondents. A much stronger association occurs between these measures and indicants of information about poverty for household respondents. For each sample, there is a corresponding association for the measure of multiplicity of references. No particular pattern of association turns up when these measures are examined in relation to the organizational affiliations of organizational respondents. For the household sample, there is a slight difference on the basis of education, in that a modest association is found for poverty material in editorial and feature segments among those with more education. Also, there are somewhat more significant associations for those in the oldest age category on all measures.

When media type is introduced as a control for the major source of poverty material, a different pattern emerges for each of the samples. The previously observed association between exposure and indicants of the description of poverty, among organization respondents, disappears suggesting the likelihood that the relationship arose primarily among magazine readers. In a similar fashion, the association between exposure to poverty material and indicants of information about poverty is not found among those who rely on newspapers or television. There is no evidence of any association between favoring newspapers or television as a source and the kind of organization from which the respondent came. Nor is there a strong association between favored media type and background characteristics for the household sample. Among newspaper readers, however, there is the suggestion of a stronger association between level of exposure to poverty material for those who are white and more highly educated. In fact, in so far as newspaper exposure has an influence on information about poverty, the influence appears among white readers.

In summary, it would appear that the location of poverty material within media segments is not an important factor in assessing the influence of exposure. The pattern of associations found in examining the level of exposure as measured by the number of media agents to which respondents are exposed is not appreciably affected by the issue of the relative proportion of poverty material in the various segments. We turn, then, finally, to see to what extent exposure to specific content is related to specific attitudes.

Exposure to Poverty Content

For the organization sample, the evidence is fairly clear that there is no relationship between the level of exposure to material in a category of poverty, let us say, causes of poverty, and attitudes in that area. Even in the one area for which associations have been found, the description of poverty, the evidence is that the relationship between level of exposure and the indicants comes as much from other media content areas as from this one. The pattern is much the same for the household sample. Here, despite the lack of an overall relationship between level of exposure and the indicants of description of poverty, there is some evidence of a modest link between exposure to the material and attitudes in the same area. Since there was no media content category for information, it is not possible to look for a direct relationship between material about attitudes and amount of information evidenced by respondents. But the consistent associations between level of exposure to each of the content areas and indicants of information about poverty suggests that here too, influence comes from a general exposure rather than exposure to poverty material with any particular emphasis.

Within the organization sample, it is possible to observe the concentration of significant associations between level of exposure to any content area and indicants of the description of poverty. The relationship appears to be strongest for respondents from organizations other than economic, that are small and have no involvement in poverty activities. Within the household sample, there is a sharp break on two of the three background characteristics. All the significant associations between the level of exposure to types of poverty material and indicants of information about poverty come from white respondents with the lower level of education. This is puzzling, given the fact that a significant proportion of those with less education are black.

When the results are examined separately for those who rely on newspapers and television, little indication emerges of a relationship between level of exposure to particular kinds of poverty material and attitudes in comparable areas. The number of significant associations is higher among household respondents for both media sources and particularly with reference to the indicants of information about poverty.

Nor does separating out those who rely on newspapers and television reveal any additional significance for the characteristics of the organizations with which the respondents are affiliated. In just two instances, newspaper-reading respondents from organizations with some poverty activity, and television-watching respondents from organizations with no poverty activity, is there evidence of significant influence of exposure to material on the description of poverty and attitudes on this topic. Among household respondents who rely on newspapers for their poverty material, the evidence is fairly strong that the relationship between level of exposure and indicants of knowledge comes from white respondents with a higher level of education, in the youngest and middle age category. Among those who rely on television, the findings are in the same direction for education and race, but seem to involve those in the youngest and oldest age categories.

This evidence, then suggests that the level of poverty material in pertinent content categories is not what is responsible for the original finding of a relationship between exposure and attitudes about indicants of the description of poverty in the organization sample, and indicants of information about poverty in the household sample. Nor, as we noted earlier, does the location of the poverty material in particular media segments appear to be a substantial factor.

APPENDIX A

Organization Questionnaire

Card I3

NEED FOR INFORMATION: ORGANIZATIONS

___ ___ ___
3 4 5

NAME of organization ______________________________

Address ______________________________

Phone number ______________

Name of person interviewed ______________________________

Title ______________________________

Date of interview ______________

Time of interview ______________ (beginning) ______________ (end) ______________ (duration)

Conditions of interview (location/other persons present/
interruptions/attitude of respondent, etc.):

____
interviewer

FOR OFFICE USE ONLY

Verification:
Date ______________
By ______________

Urban Studies Center
Rutgers-The State University
April, 1968

First of all, I would like to find out something about your organization.

1. What would you say is the basic function or purpose of your organization/ company?
PROBE: If R does not mention: What programs do you have operating now?
OR What has ...(org)... been doing?

6	7	8	9	10

11

2. Is...(org)...a branch or subsidiary of any organization?

IF YES: Where is parent organization located?

3. Does...(org)...have any branches or subsidiaries?

IF YES: Where are the branches located?

12

4. Does...(org)...have membership in or affiliation with organizations at either the local, state or national level?

0 ___no
1 ___local
2 ___state
3 ___national/federal
4 ___international
5 ___local and state
6 ___local,state,national
___other___________
(specify)

13

5. What geographic area does your organization serve?

1 ___New Brunswick
2 ___Highland Park
3 ___No. Brunswick Twp
4 ___Somerset(Fkln Twp)
5 ___New Brunswick area
6 ___Middlesex County
7 ___Somerset County
8 ___Central New Jersey
9 ___New Jersey
0 ___East Coast
___OTHER___________
(specify)

6. How many people work full-time for...(org)..., how many work part-time, and how many work as regular volunteers.

How many full-time people do you have?______ 14

How many part-time?______ 15

How many regular volunteers? ______ 16

7. Here are a number of things that some people say are the causes of poverty in the United States. *Would you say that ___ (a-p) ___ is a PRIMARY CAUSE, PARTIAL CAUSE, MINOR CAUSE, or NOT A CAUSE AT ALL of poverty in the United States?* /Repeat/

	PRIMARY CAUSE	PARTIAL CAUSE	MINOR CAUSE	NOT A CAUSE AT ALL	
a. The poor don't have enough ambition	1	2	3	4	17
b. Poor emotional or physical health					18
c. The poor have too big families					19
d. The poor don't care about education					20
e. The poor don't take the jobs that are open					21
f. The poor don't have enough skills or ability	1	2	3	4	22
g. The poor don't have enough intelligence					23
h. Prejudice and discrimination against the poor					24
i. The public doesn't care enough					25
j. The government and politicians don't care enough					26
k. People care more about other things like Viet Nam or the space program					27
l. How easy it is to stay on welfare					28
m. The poor educational system					29
n. Not enough jobs					30
o. Poor housing					31
p. Poor health services	1	2	3	4	32

33

q. Is there anything else that we haven't mentioned that you feel is an important or primary cause of poverty?

34

35

8. Taking into account all these things as a cause of poverty, in your opinion, which one of these things is the major cause of poverty?
(CIRCLE the one appropriate letter, above -- a thru q -- to indicate what R says is the MAJOR cause of poverty.)

36

EXTENT/INCIDENCE/RELEVANCE OF POVERTY

9. We would like to get your opinions on the extent, seriousness and importance of poverty in the United States. In each instance, we would like you to indicate your own opinion about poverty.

In your opinion --

a. is poverty: very EXTENSIVE or not at all EXTENSIVE? ______ 37

/HAND RESPONDENT CARD "A"/

Here is a series of 5 boxes. Suppose we say that the box numbered "1" represents the idea that "poverty is very extensive" (POINT TO BOX "1") and that the box numbered "5" (POINT TO BOX "5") represents the idea that "poverty is not at all extensive." Where along these boxes would you place your own opinion about the extensiveness of poverty?

b. Is poverty: highly VISIBLE (Point to Box #1) or not at all VISIBLE (Point to Box #5)? ______ 38

c. Is poverty: very COMPLEX (Box #1) or not at all COMPLEX (Box #5)? ______ 39

d. Is poverty: very INTERESTING TO YOU (Box #1) or not at all INTERESTING TO YOU (Box #5)? ______ 40

e. Is poverty: very EASY TO SOLVE (Box #1) or not at all EASY TO SOLVE (Box #5)? ______ 41

f. Is poverty: a very SERIOUS problem (Box #1) or not at all SERIOUS (Box #5)? ______ 42

g. Is the situation about poverty very HOPEFUL (Box #1) or not at all HOPEFUL (Box #5)? ______ 43

h. Is the number of people who are poor INCREASING a great deal (Box #1) or DECREASING a great deal (Box #5)? ______ 44

WHO ARE THE POOR?

10. We would like, now, to get your opinions of what the poor are like. In each instance, again, looking at the 5 boxes, please indicate what you feel is the best description of "the poor."

In your opinion --

a. are the poor primarily NEGRO (Box #1) or primarily WHITE(Box #5)? ______ 45

b. are the poor primarily YOUNG (Box #1) or primarily OLD(Box #5)? ______ 46

c. are the poor found primarily in URBAN AREAS (Box #1) or in primarily in RURAL AREAS (Box #5)? ______ 47

d. are the poor primarily MALE (Box #1) or primarily FEMALE (Box #5)?

______48

e. are the poor primarily HEALTHY (Box #1) or primarily UNHEALTHY (Box #5)?

______49

f. are the poor primarily GRATEFUL (Box #1) or primarily UNGRATEFUL (Box #5)?

______50

g. are the poor primarily GOOD (Box #1) or primarily BAD (Box #5)?

______51

h. are the poor primarily INTELLIGENT (Box #1) or primarily UNINTELLIGENT (Box #5)?

______52

i. are the poor primarily LAZY (Box #1) or primarily AMBITIOUS (Box #5)?

______53

j. are the poor primarily ORGANIZED (Box #1) or primarily UNORGANIZED (Box #5)?

______54

/TAKE BACK CARD "A"/

INFORMATION/KNOWLEDGE

55

11. As far as you know, what proportion of all families in America have an income of less than $3,000 a year?

1 ___less than 15%
2 ___between 15 and 24%
3 ___between 25 and 34%
4 ___between 35 and 44%
5 ___between 45 and 54%
6 ___between 55 and 64%
7 ___65% or more
0 ___DK/NA

56

12. As far as you know, what proportion of all families in New Brunswick have an income of less than $3,000 a year?

1 ___less than 10%
2 ___between 10 and 19%
3 ___between 20 and 29%
4 ___between 30 and 39%
5 ___between 40 and 49%
6 ___between 50 and 59%
7 ___60% or more
0 ___DK/NA

57

13. As far as you know, are the poor primarily whole families (with both parents and children in the home); or primarily single persons living alone; or primarily one-parent families with dependent children?

1 ___whole families
2 ___single persons
3 ___one parent families
___other____________________
(specify)
0 ___DK/NA

58

14. If you wanted to find out for sure what proportion of families in New Brunswick have a yearly income of less than $3,000 a year, what would you do to try to get the information?

15. We would like you to react to a statement that many people have made about the poor --

59

a. Would you agree or disagree that THE POOR, THEMSELVES, ARE TO BLAME FOR THEIR SITUATION?

1 ___Agree
2 ___Disagree
3 ___DK/NA

60

b. Would most people in the New Brunswick area agree or disagree that THE POOR, THEMSELVES, ARE TO BLAME FOR THEIR SITUATION?

1 ___Most people would agree
2 ___Most people would disagree
3 ___DK/NA

61

c. Would you agree or disagree that the majority of the people in the New Brunswick area think that most people believe that THE POOR, THEMSELVES, ARE TO BLAME FOR THEIR SITUATION?

1 ___Agree (the majority think that most people believe that the poor, themselves, are to blame)
2 ___Disagree (the majority think that only a few people believe that the poor, themselves, are to blame)
3 ___DK/NA

RELATIVE IMPORTANCE OF ELIMINATING POVERTY

16. All of us think certain things are important to try to do in the United States these days. When you think about what is really important to you, personally, how would you rank --

a. Solving the problem in VIET NAM? ___(62) 62
b. Solving the RACE problem? ___(63) 63
c. Solving the POVERTY problem? ___(64) 64
d. Solving the problem of CRIME IN THE CITIES?___(65) 65

Pick the one of these four problems that is MOST IMPORTANT to you, personally, and give that a rank of "1".
Then, the next most important thing to you, personally, would have a rank of "2"; and so on.
(Repeat list as necessary)

(Fill in the rank number as R assigns rank from "1" to "4", above.)

/HAND RESPONDENT CARD "B"/

17. Here is a list of different kinds of problems. Which one or two of these do you think are the most serious problems here in the New Brunswick area? (Just read me the letters.)

a. The cost of living	56
b. Education problems	67
c. Juvenile delinquency	68
d. Unemployment	69
e. High taxes	70
f. Racial problems	71
g. Poverty	72
h. Crime	73
i. Housing problems	74
j. Drug addiction	75
k. No choice	76

/TAKE BACK CARD "B"/

/HAND RESPONDENT PAGE "A"/

18. There are several things that have been suggested as solutions to poverty. Would you AGREE, STRONGLY AGREE, DISAGREE, or STRONGLY DISAGREE that ______________________ is really a solution to poverty? (insert "a" thru "m" in turn)

Card
I4

	STRONGLY AGREE	AGREE	UNCER-TAIN	DIS-AGREE	STRONGLY DIS-AGREE
a. Providing goods and services (like housing, jobs, better education)	1	2	3	4	5
b. Giving political power to the poor (like representation on poverty boards; local school boards)					
c. Providing money to the poor directly (like family allowances, negative income tax)					
d. Reducing discrimination (by open housing, apprenticeships to minorities, desegregation)					
e. Organizing the poor to get more from existing agencies and organizations	1	2	3	4	5
f. Giving information to the poor so they can realize the importance of using existing facilities					
g. Forcing the poor to limit the size of their families					
h. Teaching the poor to respect the law					
i. The poor, themselves, becoming more independent and self-reliant					
j. The poor, themselves, learning how to use existing facilities and services (like schools, community agencies)					
k. The poor organizing for political power (like representation on poverty boards, boards of education)					
l. Boycotting, demonstrating, marching (for better housing, jobs, education)					
m. Rioting and creating civil disturbances (for better housing, jobs; to remove discrimination) poverty	1	2	3	4	5

n. Is there anything else that we haven't mentioned that you feel is an important solution to poverty?

19. Taking into account all these things as possible solutions to poverty, in your opinion, which one of these things is the most effective way of doing something about poverty?

(CIRCLE the one appropriate letter, above -- a thru m -- to indicate what R says is the MOST EFFECTIVE WAY of doing something about poverty.)

/TAKE BACK PAGE "A"/

20. Do you think New Brunswick is doing too much, doing all it can reasonably be expected to do, or do you think the city should be doing a lot more in --

a. Giving pre-school children an opportunity to get a better start in life? 23

1 ___doing too much
2 ___doing all it can
3 ___should be doing more
4 ___DK/NA

b. Providing jobs and job training for the poor and unemployed? 24

1 ___doing too much
2 ___doing all it can
3 ___should be doing more
4 ___DK/NA

c. Providing decent housing for the poor? 25

1 ___doing too much
2 ___doing all it can
3 ___should be doing more
4 ___DK/NA

d. Giving the poor more to say about what will happen to them? 26

1 ___doing too much
2 ___doing all it can
3 ___should be doing more
4 ___DK/NA

e. Providing legal aid for the poor? 27

1 ___doing too much
2 ___doing all it can
3 ___should be doing more
4 ___DK/NA

f. Providing multi-service centers for the poor? 28

1 ___doing too much
2 ___doing all it can
3 ___should be doing more
4 ___DK/NA

21. There are some programs in operation in the New Brunswick area. We'd like to know --

a. To the best of your knowledge, is there a HEAD START program in the New Brunswick area? 29

1 ___there is a Head Start program ASK Q21a(1) and a(2)
2 ___there is no Head Start program ASK Q21b
3 ___DK/NA ASK Q21b

a(1) About how many children would you say are in the Head Start program in New Brunswick? ___________ 30

a(2) In your opinion, is the Head Start program a good way of doing something about the problem of poverty? 31

1 ___yes 2 ___no

b. To the best of your knowledge, is there a MULTI-SERVICE CENTER in the New Brunswick area? 32

1 ___there is a Multi-Service Center ASK Q21b(1) and b(2)
2 ___there is no Multi-Service Center Go to Q22
3 ___DK/NA Go to Q22

b(1) About how many people would you say are served by the Multi-Service Center? ___________ 33

b(2) In your opinion, is the Multi-Service Center a good way of dealing with the problem of poverty? 34

1 ___yes 2 ___no

22. Some people feel that marches and demonstrations, such as the march proposed by Martin Luther King in Washington, is a good way of getting something done about poverty in the United States. Do you agree or disagree that this sort of thing (march or demonstration) is a good way to bring about a solution to poverty? 35

1 ___agree: positive toward MLK demonstration
2 ___disagree: negative toward MLK demonstration
3 ___DK/NA

23. We would like you to react to a statement that many people have made about the best way to eliminate poverty in the United States -- 36

a. Would you agree or disagree that THE MOST EFFECTIVE WAY OF ENDING POVERTY IS TO IMPROVE THE QUALITY OF EDUCATION FOR THE POOR?

1 ___Agree
2 ___Disagree
3 ___DK/NA

b. Would most people in the New Brunswick area agree or disagree that THE MOST EFFECTIVE WAY OF ENDING POVERTY IS TO IMPROVE THE QUALITY OF EDUCATION FOR THE POOR? 37

1 ___Most people would agree
2 ___Most people would disagree
3 ___DK/NA

c. Would you agree or disagree that the majority of the people in the New Brunswick area think that most people believe that THE MOST EFFECTIVE WAY OF ENDING POVERTY IS TO IMPROVE THE QUALITY OF EDUCATION FOR THE POOR? 38

1 ___Agree (the majority think that most people believe that the most effective way of ending poverty is to improve the quality of education for the poor)

2 ___Disagree (the majority think that only a few people believe that the most effective way of ending poverty is to improve the quality of education for the poor)

3 ___DK/NA

24. Thinking back to the functions and programs or activities you mentioned when we started --

a. Does...(org)...have any programs or activities that are DIRECTLY AND SPECIFICALLY designed to serve the poor? 39

1 ___no (GO TO Q #24b)
2 ___yes
IF YES: Could you please give me the names of these programs and describe them briefly? 40

NAMES **DESCRIPTION**

41

42

b. Does...(org)...have any programs or activities in which THE POOR PARTICIPATE OR ARE INCLUDED, but which are not directly and specifically organized for the poor? 43

1 ___no (GO TO Q #24c)
2 ___yes
IF YES: Could you please give me the names of these programs and describe them briefly? 44

NAMES **DESCRIPTION**

45

c. Does...(org)...have any other programs or activities that DO NOT INVOLVE THE POOR AT ALL? 46

1 ___no (GO TO Q #24d)
2 ___yes
IF YES: Could you please give me the names of these programs and describe them briefly? 47

NAMES **DESCRIPTION**

48

d. Now, I'd like to go back and have you tell me what proportion of your resources (both money and personnel) is devoted to each of these kinds of activities: 49 50

% devoted to a:_____ b:_____ c:_____ 51
(check that these figures add to 100% 52

OUTPUT: FOR ALL ORGS

25. We're interested in finding out what information the...(org)... may provide to the community in various ways.

a. Does the...(org)...publish a newsletter or bulletin on a regular basis?

1 ___ No (GO TO Q #26)
2 ___ Yes -- b. Would you give me the names of the....?) RECORD BELOW
c. How often is (each one) published?)
In round numbers, how many copies are distributed?

Publication	(1) More than monthly	(2) Monthly	(3) Less than monthly	(4) Irregularly	Number

Frequency

25d. May I have copies of the issues for the last four months?

1 ___ Yes (GO TO Q #25g)
2 ___ No -- FOR EACH PUBLICATION, ASK:
25e. Does the...(name)...discuss in a substantial way, matters relating to poverty? IF NO, GO TO Q #26
25f. Would you tell me something about the content of the poverty-related material in the...(name)...?
(ASK Q #25g) (RECORD BELOW)

Name of Publication	Content: C/E/C/S

FOR EACH POVERTY-RELATED PUBLICATION, ASK:

25g. Who are the(se) newsletters sent to; who would you say is the main audience (of each one)

	PUBLICATION NUMBER 1	2	3	4	5
1. Other organizations					
2. Community leaders					
3. Clients					
4. Staff/employees					
5. Board members					
6. News media					
7. General public					
8. Requests					
9. Schools					

0. Other (specify)

____

OUTPUT: FOR ALL ORGS

26. We're also interested in any brochures, booklets or pamphlets you may have distributed during the past four months.

a. During the past four months, did the...(org)... put out any brochures, booklets or pamphlets?

1 ___No (GO TO Q #27)
2 ___Yes

26b. May I have copies of the materials that you distributed during the past four months?

1 ___No (GO TO Q #26e)
2 ___Yes -- GET THE COPIES:
ASK R TO DIVIDE INTO TWO - Poverty/Nonpoverty;
FOR POVERTY MATERIALS, ASK, FOR EACH ONE:

26c. In round numbers, how many of...(name)... were distributed? (RECORD BELOW)

26d. What would you say was the main audience for...(name)...?

b Publication	c Number	d Audience 1. Other Orgs	2. Comm'ty Leaders	3. Clients	4. Staff/Emplees	5. Bd Members	6. News Media	7. Gen Public	8. Requests	9. Schools	0. Other

FOR "NO" ON Q #26b

26e. Could you give me the names of the brochures, booklets or pamphlets your organization distributed in the past four months that dealt in a substantial way with poverty?

26f. In round numbers, how many copies of...(name)...were distributed?

26g. Would you tell me something about the content of the poverty-related material in the...(name)...?

26h. What would you say was the main audience for...(name)...?

e	f	g	h Audience									
Publication	Number	Content(C/E/C/S)	1. Other Orgs	2. Comm'ty Leaders	3. Clients	4. Staff/Emplees	5. Bd Members	6. News Media	7. Gen Public	8. Requests	9. Schools	0. Other

OUTPUT FOR POVERTY-RELATED ORGANIZATIONS
ORGS HAVING POVERTY-RELATED PROGRAMS, AS PER Q #24a

IF NO POVERTY, 19
GO TO Q #34, p. 20

27. Has the...(org)...been the subject of any feature stories in the newspapers in the past four months?

1 ___No (GO TO Q #28)
2 ___Yes

a. How many different stories were there? _____

b. May I have a copy of each of the(se) stories?

1 ___No (GO TO Q #27e)
2 ___Yes -- GET THE STORIES;
FOR EACH STORY, ASK:

c. Could you tell me in which newspaper(s) this story appeared?

d. About when did it appear?

Descriptive Title	Newspaper	About When

FOR "NO" ON Q #27b

e. Could you tell me in which newspaper(s) each of the stories appeared? FOR EACH, ASK:

f. About when was that?

g. What was the story about?

e Newspaper	f About When	g Content (C/E/C/S)

OUTPUT: FOR POVERTY-RELATED ORGS

28. Has the...(org)...sent news releases to the newspapers in the past four months?

1 ___No (GO TO Q#29)
2 ___Yes

a. How many different releases were published in the past four months? Number ______

b. May I have a copy of each of the(se) releases?

1 ___No (GO TO Q #28e)
2 ___Yes -- GET THE RELEASES
FOR EACH RELEASE, ASK:

c. In which newspaper(s) did this release appear?

d. When did it appear?

Descriptive Title^{b}	Newspaper^{c}	About^{d}When

FOR "NO" ON Q #28b

e. Could you tell me in which newspaper each of the releases appeared? FOR EACH ASK:

f. About when was that?

g. Can you tell me a little about the release?

Newspaper^{e}	About^{f}When	Content^{g}(C/E/C/S)

OUTPUT: FOR POVERTY-RELATED ORGS

29. We're interested in knowing whether anyone from your organization appeared on radio, in the past four months, on behalf of the organization, its programs or its services.

Has anyone appeared on radio for this purpose?

1 ___No, or Don't Know (GO TO Q #30)
2 ___Yes -- About how many appearances would you say were made on radio in the past four months for this purpose?

Number of appearances ______

Did any of these appearances deal substantially with poverty problems?

1 ___No (GO TO Q #30)
2 ___Yes

I'm interested in those appearances that dealt with some aspect of poverty.

29a. Can you tell me what stations these appearances were on, and something about the content of each?

Station	Content (C/E/C/S)	Minutes

FOR EACH APPEARANCE, ASK:

29b. The appearance on station....., how long did that run? (RECORD ABOVE)

29c. What type of appearance was it, part of a news broadcast, a feature story, or what? (RECORD BELOW)

Appearance Number	Type

OUTPUT: FOR POVERTY-RELATED ORGS

30. In the past four months, has your organization distributed any promotional material, such as tapes or film whether produced by you or from another organization, to radio or television stations?

1 ___No (GO TO Q #31)
2 ___Yes -- About how many tape recording distributions? _____
About how many film distributions? _____

Did any of the tapes deal with poverty in a substantial way?

1 ___No (GO TO Q #31c)
2 ___Yes

30a. I'm interested in those tape recordings that dealt with poverty. Can you tell me what stations played those tapes, and what each one was about?

Station	Content (C/E/C/S)	Minutes

FOR EACH TAPE, ASK:
30b. About how long, in minutes, was the tape about...? (RECORD ABOVE)

30c Now, about the films, did any of the films deal with poverty in a substantial way?

1 ___No (GO TO Q #31)
2 ___Yes

30d. About the films that dealt with poverty, can you tell me what stations played them, and what each one was about?

Station	Content (C/E/C/S)	Minutes

FOR EACH FILM, ASK:
30e. About how long, in minutes was the film about...? (RECORD ABOVE)

OUTPUT: FOR POVERTY-RELATED ORGS

31. Has anyone from your organization made a personal appearance during the past four months, on behalf of the organization, before any clubs, meetings, or other organizations?

Has anyone made such a personal appearance?

1 ___No or Don't Know (GO TO Q #32)
31a 2 ___Yes -- About how many personal appearances would you say were made for this purpose?

Number of appearances _____

31b Of these appearances, did any deal with poverty in a substantial way?

1 ___No (GO TO Q #32)
31c 2 ___Yes -- I'm interested in those appearances that dealt with poverty. Can you tell me what the organization was, and something about the content of the speech or the material presented?

Name of Organization	Content (C/E/C/S)
1.	
2.	
3.	
4.	
5.	

OUTPUT: FOR POVERTY-RELATED ORGS

32. One last question along this line. In the past four months, has your organization provided any videotapes, film strips or tape recordings for use by clubs, organizations or other groups?

1 ___No (GO TO Q #33)
2 ___Yes -- About how many videotape distributions? ______
About how many film distributions? ______
About how many tape recording distributions? ______

32a. Did any of the videotapes or films deal with poverty in a substantial way?

1 ___No (GO TO #32c)
2 ___Yes -- About those tapes/films that dealt with poverty, can you tell me what organizations saw them, and what they were about?

Name of Organization	Content (C/E/C/S)	Minutes

FOR EACH FILM/TAPE, ASK:
32b. About how long, in minutes was the film/tape about...?(RECORD ABOVE

32c. Now, about the tape recordings, did any of them deal in an important way with poverty?

1 ___No (GO TO Q #33)
2 ___Yes -- About those tape recordings that related to poverty, Can you tell me what organizations saw them, and what they were about?

Name of Organization	Content (C/E/C/S)	Minutes

FOR EACH TAPE RECORDING, ASK:
32d. How long, in minutes, was the tape recording about...?(RECORD ABOVE

OUTPUT: FOR ALL ORGS

33. We're also interested in the extent to which your organization serves as a source of information about poverty in response to written or oral reqqests.

Do you provide information regarding poverty in response to phone calls, letters or inquiries from individuals or organizations?

1 ___No (GO TO Q#34)
2 ___Yes
___What is the general nature of the content of such information?

About what proportion of all requests that you receive deals with poverty matters? __________%

And, about how many requests (number) per month is that that deal with poverty matters?

__________(number)

- -

INPUT: FOR ALL ORGS

34. You probably receive quite a bit of material from many different sources. Do you regularly receive any material ON POVERTY such as reports, bulletins or newsletters?

1 ___No (GO TO Q #35)
2 ___Yes
___IF YES: We're interested in knowing which agencies or organizations send the poverty-related materials that you receive. Could you give me the name or type of material, the agency from which you receive it, and tell me something about the content of the material they send you?

Type (R/B/N)	Name of Agency	Content of material (SPECIFY: cause, extent, consequence, solution)

INPUT: FOR ALL ORGS

(IF NOT MENTIONED IN Q #34, above)

35. Do you receive any material ON POVERTY from organizations in the New Brunswick area?

1 ___ No (GO TO Q #36)
2 ___ Yes
IF YES: Could you give me the name or type of material, the agency from which you receive it, and tell me something about the content of these materials?

Type	Source	Content (C/E/C/S)

36. Do you receive ANY OTHER MATERIAL ABOUT POVERTY from the federal state, or local government or private agencies?

1 ___ No (GO TO Q #37)
2 ___ Yes
IF YES: Could you give me the name or type of material, the agency from which you receive it, and tell me something about the content of these materials?

Type	Source	Content (C/E/C/S)

FOR ALL ORGS THAT RECEIVE SOME POVERTY-RELATED INPUT ("YES" ON Q #34, #35, or 36

37. When you think of the poverty-related material you receive, and think in terms of what you throw away and what you keep,

Which organizations seem to send the kind of material that you are likely to keep?

37a. LIST BELOW
FOR EACH ORG LISTED, ASK: Tell me something about the contents of the material that you keep.

Name of Organization	Content (C/E/C/S)

IF NOT MENTIONED ABOVE:

37b Is there any organization or agency that you especially rely on for digests or summaries of information on poverty?

1 ___ No (GO TO Q #38)
2 ___ Yes

37c What is the name of the organization or agency, and what kind of material do they provide?

Name	Kind of Material	Value

37d For each "kind of material" mentioned above, ask:

What is it that's of value to you in this material?
(RECORD RESPONSES ABOVE)

INPUT: FOR ALL ORGS

38. We would also like to know if you get information about poverty from other sources.

First, do you get information about poverty from newspapers?

1 ___No (GO TO Q #39)
2 ___Yes

a. Which newspapers do you read regularly (CHECK THOSE MENTIONED)

___Afro-American
___N.B. Home News
___Highland Park Recorder
___Newark News
___Franklin News Record
___Perth Amboy Eve News
___N.Y. Daily News
___N.Y. Post
___N.Y. Times
___Other (specify) ___________

b. Which newspaper do you find most useful in providing information about poverty in the U. S.? (GO BACK AND DOUBLE CHECK ONE MENTIONED)

39. Do you get information about poverty from radio?

1 ___No (GO TO Q #40)
2 ___Yes

a. Which stations do you regulary listen to?

___ABC
___CBS
___CTC
___INS
___JRZ
___MCA

___NBC
___NEW
___NJR
___OR
___PAT
___QXR
___NNJ

___Other ________

b. Which station do you find most useful in providing information about poverty in the U. S.? (GO BACK AND DOUBLE CHECK ONE MENTIONED)

c. Is there a particular program that you find especially useful in learning about poverty?

1 ___No (GO TO Q #40)
2 ___Yes

d. What program is that?

____

40. Do you get information about poverty from television?

1 ___No (GO TO Q #41)
2 ___Yes

a. Which channels would you say you usually watch, for news?

___2 - CBS
___4 - NBC
___5 - NEW
___7 - ABC

___9 - WOR
___11 - PIX
___13 - NDT

___Other - specify________

b. Which channel do you find most useful in providing information about poverty in the U. S.? (GO BACK AND DOUBLE CHECK ONE MENTIONED)

c. Is there any particular program or series that you find especially useful in learning about poverty?

1 ___No (GO TO Q #41)
2 ___Yes

d. What program is that?

____

INPUT: FOR ALL ORGS

41. Do you get any information about poverty in the United States from magazines?

1 ___No (GO TO Q #42)
2 ___Yes

a. Which magazines do you read regularly?

1 ______________________
2 ______________________
3 ______________________
4 ______________________
5 ______________________
6 ______________________
7 ______________________

b. In the past four months, have there been any specific articles you found especially useful in learning about poverty in the United States?

1 ___No (GO TO Q #42)
2 ___Yes

c. Can you recall the name of the article or what magazine it was in? What was it?

1 ______________________
2 ______________________
3 ______________________

42. In the past four months, have you read any books that you have found to be particularly informative about poverty in the U.S.?

1 ___No (GO TO Q #43)
2 ___Yes

a. Do you recall the name and/or the author of any of these books? Can you tell me what they were?

1 ______________________
2 ______________________
3 ______________________
4 ______________________

b. For each one mentioned:
Do you happen to remember where you got....

	Book #			
	1	2	3	4
1. Bought - newsstand, bookstore........				
2. Bought - book club.				
3. Borrowed - public library...........				
4. Borrowed - lending library...........				
5. Borrowed - friend..				
6. Other - specify....				

IF NOT MENTIONED ABOVE,
AND FOR ALL OTHERS

Card
I4-cont

43. Do you happen to have read Michael Harrington's, The Other America? 53

1 ___No
2 ___Yes
3 ___D.K./Don't remember

44. What about the report of the President's Commission on Civil Disorder, the federal riot report, have you read that? 54

1 ___No
2 ___Yes
3 ___D.K./Don't remember

45. Have you read the report of Gov. Hughes' Commission, Report for Action that discusses the disturbances last summer, in New Jersey? 55

1 ___No
2 ___Yes
3 ___D.K./Don't remember

INPUT: FOR ALL ORGS

46. Now, of all the sources of information that we've talked about: newspapers, radio, television, magazines, and so on, which would you say you find the most important source of information? PLACE A "1" ON APPROPRIATE LINE.

___Newspapers
___radio
___television
___magazines
___books
___material from other organizations
___other people
___other (specify)

____

a. Which of these sources would you rate as the second most important? PLACE A "2" ON APPROPRIATE LINE.

N 56
R 57
T 58
M 59
B 60
Org 61
Op 62
63
64

47. Do you happen to know the name of the organization that is responsible for co-ordinating anti-poverty programs in the New Brunswick area?

1 ___No (GO TO Q #49)
2 ___Yes

a. What is the name?

____

65

48. What is your impression of the kind of job it is doing, would you say it is doing a pretty good job, a fair job, or a poor job?

1 ___very good
2 ___fair
3 ___poor
4 ___D.K.
___N.A.

66

49. What would you say is your major source of information about the anti-poverty agency and its activities? (RECORD ONE ANSWER ONLY)

1 ___Newspapers
2 ___radio
3 ___television
4 ___magazines
5 ___books
6 ___material from other organizations
7 ___other people
8 ___other (specify)

____

67

Now, with regard to having information about poverty-- 68

50. Consider the statement: I FEEL WELL INFORMED ABOUT POVERTY IN THE NEW BRUNSWICK AREA. Do you agree or disagree with that statement?

1 ___agree
2 ___disagree
3 ___DK/NA

51. Would most people in the New Brunswick area agree or disagree with the statement: I FEEL WELL INFORMED ABOUT POVERTY IN THE NEW BRUNSWICK AREA? 69

1 ___most people would agree
2 ___most people would disagree
3 ___DK/NA

52. Would you agree or disagree that the majority of the people in the New Brunswick area think that most people FEEL WELL INFORMED ABOUT POVERTY IN THE NEW BRUNSWICK AREA? 70

1 ___agree (the majority think that most people feel well informed)
2 ___disagree (the majority think that only a few people feel well informed)
3 ___DK/NA

53. For those who DISAGREE ON Q #50 above: 71

What aspect of poverty in the New Brunswick area is it that you don't feel well-informed about? PROBE FOR C/E/C/S

CARDS FOR THE ORGANIZATION INTERVIEW

Card A 1 Questions 7 & 8

A The poor don't have enough ambition

B Poor emotional or physical health

C The poor have too big families

D The poor don't care about education

E The poor don't take the jobs that are open

F The poor don't have enough skills or ability

G The poor don't have enough intelligence

H Prejudice and discrimination against the poor

I The public doesn't care enough

J The government and politicians don't care enough

K People care more about other things, like Viet Nam, or the space program

L How easy it is to stay on welfare

M The poor educational system

N Not enough jobs

O Poor housing

P Poor health services

Card A 2 Question 7

1 A PRIMARY CAUSE

2 A PARTIAL CAUSE

3 A MINOR CAUSE

4 NOT A CAUSE AT ALL

Card B

Questions 9 & 10

1	2	3	4	5

Card E 1 Questions 18 & 19

A Providing goods and services (like housing, jobs, better education)

B Giving political power to the poor (like representation on poverty boards; local school boards)

C Providing money to the poor directly (like family allowances, negative income tax)

D Reducing discrimination (by open housing, apprenticeships to minorities, desegregation)

E Organizing the poor to get more from existing agencies and organizations

F Giving information to the poor so they can realize the importance of using existing facilities

G Forcing the poor to limit the size of their families

H Teaching the poor to respect the law

I The poor, themselves, becoming more independent and self-reliant

J The poor, themselves, learning how to use existing facilities and services (like schools, community agencies)

K The poor organizing for political power (like representation on poverty boards, boards of education)

L Boycotting, demonstrating, marching (for better housing, jobs, education)

M Rioting and creating civil disturbances (for better housing, jobs; to remove discrimination, poverty)

Card E 2 Question 18

1 STRONGLY AGREE

2 AGREE

3 UNCERTAIN

4 DISAGREE

5 STRONGLY DISAGREE

Card G

Question #27

VIET NAM

THE RACE PROBLEM

THE POVERTY PROBLEM

CRIME IN THE CITIES

Card H

Question #28

A. The cost of living
B. Education problems
C. Juvenile delinquency
D. Unemployment
E. High taxes
F. Racial problems
G. Poverty
H. Crime
I. Housing problems
J. Drug addiction

APPENDIX B

Household Questionnaire

FORM #3

Urban Studies Center
Rutgers-The State University
Summer, 1968

NEED FOR INFORMATION: HOUSEHOLDS

Address of dwelling unit: ______________________________

List ALL persons age 21 and over in the dwelling, in the following order: oldest male, next oldest male, etc., followed by oldest female, next oldest female, etc.

Relationship to Head	Sex	Age	Adult No.	✓ R
			1	
			2	
			3	
			4	
			5	
			6	

Use appropriate selection table below to choose R (respondent)

Circle Table No.	IF THE NUMBER OF ADULTS IN THE HOUSEHOLD IS:					
	1	2	3	4	5	6 or more
	Select adult numbered:					
A	1	1	1	1	1	1
B_1	1	1	1	1	2	2
B_2	1	1	1	2	2	2
C	1	1	2	2	3	3
D	1	2	2	3	4	4
E_1	1	2	3	3	3	5
E_2	1	2	3	4	5	5
F	1	2	3	4	5	6

Call #	Date	Time	Completed	Refused	Temporarily Unavailable*	Other
1						
2						
3						
4						

*Suggest contact at ______________________
(day/time)

FOR OFFICE USE ONLY

Verification______________________
Date______________________
By______________________

Interviewer: ______________________

INTERVIEWER: DO NOT ask these questions - fill in this form after final disposition has been determined.

TYPE OF HOUSING UNIT

1 ____Private home
2 ____Apartment in private house
3 ____Apartment house
4 ____Garden apartments
5 ____Dw. unit in hotel, rooming house
6 ____Public housing
7 ____Nursing home
____Other____________________

RACIAL OR ETHNIC DESCRIPTION OF RESPONDENT

1 ____White
2 ____Black
3 ____Puerto Rican
4 ____Hungarian
____Other Language:____________
X ____Not able to determine

REASON FOR NON-COMPLETION

A. Dwelling unit unqualified:

1 ____Vacant
2 ____Used for storage
3 ____Under demolition
4 ____Under construction
5 ____Business
6 ____Occupied only by persons under 21
7 ____No unit at assigned number
____Other____________________

B. Respondent unavailable or refused

1____No one home (in dwelling) - (after 4 trials)
2____On vacation
3____R too busy
4____R tired or ill
5____R doesn't want to be bothered, not interested
6____R doesn't trust program, info too personal
7____Refusal - no specific reason
8____Language barrier
____Other____________________

FURTHER INTERVIEWER COMMENTS ABOUT INTERVIEW OR NEIGHBORHOOD SITUATION

FOR ALL RESPONDENTS 21

4. We're interested in the types of information about poverty problems you may receive in the mail. Do you ever get material, that is, such things as reports, bulletins or newsletters, in the mail, on poverty problems?

1 ____No
2 ____Yes

IF YES: Which organization or agency sends this to you? Could you give me the name or type of material, the agency that sends it to you, and tell me something about the material? 22

TYPE	SOURCE	CONTENT (C/E/C/S)

23

4a. IF NOT MENTIONED ABOVE:

How about things from organizations in New Brunswick? Do you ever receive any material on poverty or poverty problems from them?

1 ____No
2 ____Yes

IF YES: Could you give me the name or type of material (what it is), the agency or group that sends it to you, and tell me something about what it says (what is it about)? 24

TYPE	SOURCE	CONTENT (C/E/C/S)

Urban Studies Center
Rutgers-
Summer, 1968

FORM # 3

NEED FOR INFORMATION:HOUSEHOLDS

ADDRESS OF DWELLING UNIT:________________________

CARD I 6

_3 _4 _5

FOR R AND HEAD OF HSLD (if not R)

SHOW CARD A/B
RECORD BELOW

1. What kind of work {does he / do you} usually do?

UNLESS RETIRED, ASK:

a. About how many hours a week do you usually work? RECORD BELOW

ASK OF ALL

b. What was the last grade of school {you / he} completed? RECORD BELOW 6

FOR FATHER OF HEAD OF HSLD

SHOW CARD A
RECORD BELOW

2. What kind of work does. . . usually do? 7

a. What was the last grade of school he completed? RECORD BELOW 8

9

10

11

	Sex	Occupation			Last Grade Completed
		Letter	Description	Hours	
Head of H	M F				
R (if not H)	M F				
FATHER OF H					

12

13

EDUCATION CODE

1-did not complete grammer school
2-completed grammer school (8th grade)
3-some high school (9-11)
4-finished high school (12)
5- business school;nursing school
6-some college
7-finished college
8-some grad work
9-prof degree-Phd; law; medicine
other__________

14

15

16

FOR RESPONDENT 17

3. How long have you lived at this address? __________ (years or months) 18

IF AT THIS ADDRESS LESS THAN 5 YEARS:

a. Where did you live before that ? ____________________ 19

20

We'd also like to know if you get information about poverty from other places.

5. First, do you get information about poverty from newspapers?

0___No ASK a BUT NOT b
___Yes

a. What newspapers do you read regularly? CHECK BELOW

26__Afro-American
27__N.B. Home News
28__Highland Park Recorder
29__Newark News
30__Franklin News Record
31__Newark Star Ledger
32__N.Y. Daily News
33__N.Y. Post
34__N.Y. Times
35__Wall Street Journal
__Other (specify)___________

b. Which newspaper do you find most useful in getting information about poverty in the U.S.?
(CIRCLE ONE MENTIONED)

6. Do you get information about poverty from radio?

0___No ASK a BUT NOT b
___Yes

a. What stations do you listen to regularly?

38___ABC
39___CBS
40___CTC
41___INS
42___JRZ
43___MCA
44___NBC
45___NEW
46___NJR
47___WOR
48___PAT
49___QXR
50___VNJ
51___Other_____________
___No preference

25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51

b. Which station do you find most useful in getting information about poverty in the U.S.?
(CIRCLE ONE MENTIONED)

7. Do you get information about poverty from television?

0___No ASK a BUT NOT b or c
___Yes

a. What channels do you usually watch?

53__2-CBS
54__4-NBC
55__5-NEW
56__7-ABC
57__9-WOR
58__11-PIX
59__13-NDT
60__other_______________
__no preference

b. Which channel do you find most useful in getting information about poverty in the U.S.?
(CIRCLE ONE MENTIONED)

c. Is there any particular program or series that you find especially useful in learning about poverty? (61)

0___No GO to Q #8
___Yes
IF YES:

d. What program is that?

52 53 54 55 56 57 58 59 60 61

INPUT: FOR ALL RESPONDENTS

8. Do you get any information about poverty in the United States from magazines? 62

0 ___No -- Go to Q #9
___Yes

a. Which magazines do you read regularly? 63

1 ______________________
2 ______________________
3 ______________________
4 ______________________
5 ______________________

b. In the past four months, have there been any specific articles you found especially useful in learning about poverty in the United States?

0 ___No -- Go to Q #9
___Yes

c. Can you recall the name of the article or what magazine it was in? What was it?

1 ______________________
2 ______________________
3 ______________________

9. In the past four months, have you read any books that you have found to be particularly informative about poverty in the U.S.? 64

0 ___No -- Go to Q #10
___Yes

a. Do you recall the name and/or the author of any of these books? Can you tell me what they were? 65

1 ______________________
2 ______________________
3 ______________________
4 ______________________

b. For each one mentioned: Do you happen to remember where you got . . . 66

	Book # 1	2	3	4	
1. Bought- newsstand, bookstore					67
2. Bought- book club					
3. Borrowed - public library					68
4. Borrowed - lending library					
5. Borrowed - friend					69
Other - specify					

IF NOT MENTIONED ABOVE AND FOR ALL OTHERS

10. Do you happen to have read Michael Harrington's book, The Other America? 70

1 ___Yes, completed it
2 ___Yes, excerpts; parts
3 ___No
4 ___DK

11. What about the report of the President's Commission on Civil Disorder, the federal riot report, have you read that? 71

1 ___Yes, completed it
2 ___Yes, excerpts; parts
3 ___No
4 ___DK

12. Have you read the report of Gov. Hughes' Commission, Report for Action that discusses the disturbances last summer, in New Jersey? 72

1 ___Yes, completed it
2 ___Yes, excerpts; parts
3 ___No
4 ___DK

INPUT FOR ALL RESPONDENTS

13. Here's a list of where people could get information about poverty in the U.S.
SHOW CARD C
Where would you say you get most of your information about poverty?
PLACE "1" ON APPROPRIATE LINE

a___newspapers
b___radio
c___television
d___magazines
e___books
f___material from organizations
g___people I know
h___the public library
i___meetings
j___other (specify)______________

a. Which of these would you rate as second?
PLACE "2" ON APPROPRIATE LINE

b. Have you used the local public library in the past six months?
IF YES: What for?

IF NO:
Is there any particular reason you didn't use the public library?

6 a
7 b
8 c
9 d
10 e
11 f
12 g
13 h
14 i
15 j
16
17
18

14. Now I'd like you to look at this list again. 19
SHOW CARD C
Which of these places that you could get information about poverty from would you say you trust the most?

____
(source)

15. Have you heard about the organization that is responsible for running anti-poverty programs in New Brunswick? 20

O___No-Go to Q # 17
___Yes
IF YES
a. What is the name?

____

16. Let me show you this list of places you can get poverty information, once more. 21
SHOW CARD C
Where would you say you get most of your information about the local anti-poverty organization and its activities?
(RECORD ONE ANSWER ONLY)

1___newspapers
2___radio
3___television
4___magazines
5___books
6___material from organizations
7___people I know
8___the public library
9___meetings
___other______________

17. Here are some things that people say are causes of poverty in the United States. SHOW CARD D
I would like to know if you think each one is something that does lead to poverty, or does not lead to poverty.

Now, what about the first one, poor people not having enough ambition, do you think that is a cause of poverty, or not a cause? IF A CAUSE: Would you say it's a major cause or a minor cause?

	(1) NOT A CAUSE	(2) MAJOR CAUSE	(3) MINOR CAUSE	
a. Poor people don't have enough ambition				22
b. Poor people can't work because of bad health				23
c. Poor people have too many children				24
d. Poor people don't care about getting an education				25
e. Poor people don't take the jobs they could get				26
f. Poor people don't have the skills you need to get a job				27
g. Poor people aren't smart enough to get ahead				28
h. Prejudice and discrimination against poor people				29
i. People don't care enough about helping the poor				30
j. The government and politicians don't care enough about helping poor people				31
k. People care more about other things like Viet Nam and the space program than helping poor people				32
l. It's easier to stay on welfare than to go to work				33
m. Schools don't care about children from poor families				34
n. There aren't enough jobs for everybody				35
o. There isn't enough good housing for poor people				36
p. Inadequate health services				37

18. Taking into account all these things as possible causes of poverty, in your opinion, which one of these things is the most important cause of poverty? (CIRCLE ONE APPROPRIATE LETTER ABOVE) 38

19. We would like to get your opinion on how big a problem poverty is, in the United States

SHOW CARD E

Here are different ways of describing the problem of poverty in the United States

IN YOUR OPINION, IS POVERTY:

a. A very complicated problem, not at all complicated, or something in between? ______39
IF IN BETWEEN: Where would you put your opinion- in 2, or 3?

b. A problem that can be solved, or one that can't be solved, or something in between ? ______40
IF IN BETWEEN: Where would you put your opinion, in 2, or 3?

c. Very widespread, that is, found all over, or not at all widespread, or something in between? ______41
IF IN BETWEEN: Where would you put your opinion- in 2, or 3?

d. Easy to see pretty much everywhere, or not at all easy to see, or something in between? ______42
IF IN BETWEEN: Where would you put your opinion- in 2, or 3?

IN YOUR OPINION, IS THE NUMBER OF PEOPLE WHO ARE POOR

e. Going up, or going down, or something in between? ______43
IF IN BETWEEN: Where would you put your opinion- in 2, or 3?

WHO ARE THE POOR

20. Now we'd like to get your opinion of what poor people are like.

SHOW CARD F

IN YOUR OPINION, ARE POOR PEOPLE

a. Negro, or white, or some of each? ______ 44
IF SOME OF EACH: Where would you put your opinion, in 2 or 3?

b. Young, or old, or some of each? ______ 45
IF SOME OF EACH: Where would you put your opinion, in 2 or 3?

c. Living mainly in the cities, or in the country, or some in each? ______ 46
IF SOME IN EACH: Where would you put your opinion, in 2 or 3?

IN YOUR OPINION, ARE POOR PEOPLE

d. Good, or bad, or some of each? ______ 47
IF SOME OF EACH: Where would you put your opinion, in 2 or 3?

e. Smart, or not smart, or some of each? ______ 48
IF SOME OF EACH: Where would you put your opinion, in 2 or 3 ?

f. Ambitious, or lazy, or some of each? ______ 49
IF SOME OF EACH: Where would you put your opinion, in 2 or 3?

INFORMATION/KNOWLEDGE

21. When you think of all the families that you know, which of these statements best describes how many of them earn less than $3,000 a year. Would you say that 50

1 ___more than half of them do
2 ___about half of them do
3 ___less than half of them earn under $3,000 a year
4 ___or none do.

22. Now, thinking of all the families in New Brunswick, what proportion of them would you say earn less than $3,000 per year, would you say 10%, 20%, 30%, 40%, 50% or more than that? 51

1 ___10% or less
2 ___20%
3 ___30%
4 ___40%
5 ___50%
6___60%
x___DK
y___NA
___Other___________

23. Would you have any idea what proportion of all the families in America earn less than $3,000 per year? Would you say 10%, 20%, 30%, 40%, 50%, or more than that? 52

1___10% or less
2___20%
3___30%
4___40%
5___50%
6___60%
x___DK
y___NA
___Other_______________

24. As far as you know, are the poor mainly whole families (both parents and their children), one parent families with their children; or mostly single persons living alone? 53

1 ___whole families
2 ___single parent families
3 ___single, living alone
___other_______________
____
x ___DK
y ___NA

25. If you wanted to find out for sure what percentage of families in New Brunswick have an income of less than $3,000 a year, what would you do to get the information? 54

55

56

(IF PUBLISHED MATERIAL IS MENTIONED, ASK WHERE R WOULD FIND IT.)

57

26. Here's a statement I'd like to get your reaction to:

THE POOR THEMSELVES ARE TO BLAME FOR BEING POOR

59

a. Would you agree with the statement, or disagree?

1 ___Agree
2 ___Disagree
3 ___DK/NA GO TO Q #27

60

b. What about most people in New Brunswick, do you think they would say the same thing, or do you think they would ... (USE OPPOSITE TERM) with the statement?

1 ___Most people would agree with the statement
2 ___Most people would disagree
3 ___DK/NA GO TO Q #27

61

c. One last question here. Do you think most people in New Brunswick would give me the same answer as you did, as to what other people think about the statement?

1 ___Agree - most think most would agree ___Yes ___No
2 ___Disagree - most think most would disagree
3 ___DK/NA

RELATIVE IMPORTANCE OF ELIMINATING POVERTY

27. Here are some national problems for you to think about.
SHOW CARD G
Thinking of how important they are to you personally, which one would you rate as most important; which is second most important; and which is 3rd and 4th?

(62) a____Solving the problem in Viet Nam
(63) b____Solving the race problem
(64) c____Solving the poverty problem
(65) d____Solving the problem of crime in the cities

FILL IN RANK NUMBER, as R assigns rank from "1" to "4" above.

62
63
64
65

28. Now here are some local things that may be problems.
SHOW CARD H
Thinking of the New Brunswick area, which one or two of these do you think are the most serious problems we have?

a. The cost of living 66
b. Education problems 67
c. Juvenile delinquency 68
d. Unemployment 69
e. High taxes 70
f. Racial problems 71
g. Poverty 72
h. Crime 73
i. Housing 74
j. Drug addiction 75
k. None of these 76

Card
I 8

29. There are a number of things people think may be a solution to poverty. I'm going to read them to you, and for each one, I would like to know if you AGREE, STRONGLY AGREE, DISAGREE, OR STRONGLY DISAGREE.

SHOW CARD I

TO SOLVE POVERTY, THE COUNTRY SHOULD

		SA	A	U	D	SD	
a.	Provide poor people with things like housing, jobs, better education, or medical care.						6
b.	Give political power to poor people by putting them on poverty boards, school boards, and so on.						7
c.	Give money to poor people, directly, by family allowances or a negative income tax.						8
d.	Reduce discrimination by programs for open housing, apprenticeships for minorities, etc.						9
e.	Organize poor people to get more from such programs as job training and child care.						10
f.	Make poor people understand the advantages of hard work, thrift and ambition.						11
g.	Convince poor people to limit the size of their families.						12
h.	Teach poor people to respect the law.						13
	TO SOLVE POVERTY, POOR PEOPLE SHOULD						
i.	Develop programs to help themselves, such as credit unions and day care centers.						14
j.	Learn to be ambitious and hard working.						15
k.	Organize and demand power, like being on poverty boards and boards of education.						16
l.	Boycott, demonstrate and march for better housing, education and jobs.						17
m.	Riot and cause civil disturbances for better housing, jobs and to end discrimination and poverty.						18

30. Taking into account all these things as possible solutions to poverty, in your opinion, which one of these things will do the most to solve poverty? 22

(Circle the one appropriate letter above.)

31. Can you tell me, is there a HEAD START program in New Brunswick? 23

1___Yes, there is. ASK a AND b
2___No, there is not. ASK b
3___DK/NA -- ASK b

a. About how many children would you say are in the HEAD START program in New Brunswick? 24

Number_____ DK ________

b. In your opinion, is a HEAD START program a very important way, an important way, or not too important a way to get rid of poverty? 25

1___Very important 2___Important 3___Not too important

32. Do you happen to know if there is a program to train poor people and find jobs for them, in New Brunswick? 26

1___Yes, there is. ASK a AND b
2___No, there is not ASK b
3___DK/NA ASK b

a. Can you tell me about how many people are in such programs now? 27

Number_____ DK_________

b. Do you think job training and placement programs are a very important way, an important way, or not too important a way to get rid of poverty? 28

1___Very important 2___Important 3___Not too important

33. Do you know, is there a MULTI-SERVICE CENTER in New Brunswick? 29

1___Yes, there is. ASK a AND b
2___No, there is not ASK b
3___DK/NA ASK b

a. Can you tell me what street the Center is on?

Street________ DK__________

b. In your opinion is a Multi-Service Center a very important, an important way, or not too important a way to get rid of poverty? 30

1___Very important 2___Important 3___Not too important

34. Can you tell me, is there a program of legal services for poor people in New Brunswick? 31

1___Yes, there is. ASK a
2___No, there is not. ASK a 32
3___DK/NA ASK a

a. How do you feel, is a program for legal services for poor people a very important way, an important way, or not too important a way to get rid of poverty? 33

1___Very important 2___Important 3___Not too important

35. Now, I'd like to find out just a little bit about groups or organizations you may belong to. 34

a. Could you give me the names of the groups or organizations, or organized activities you belong to?

RECORD BELOW ☐ none 35

I'm going to ask you to think of these groups as being of three kinds:

b. those that mainly help the poor; 36
c. those that include some poor people, or help the poor once in a while;
d. those that don't involve the poor at all.

b. Now, which of the organizations or groups would you say are mainly interested in helping poor people? 37
RECORD BELOW: FOR EACH ONE ASK,
What kinds of things does the group do? RECORD BELOW

c. OK, now which of the groups or organizations that you mentioned would you say include some poor people, or help poor people once in a while? 38
RECORD BELOW: FOR EACH ONE ASK,
What kinds of things does the group do? RECORD BELOW

d. Now, the ones that remain, (READ NAMES) are they all groups or organizations that don't involve poor people in any way? 39
IF YES: GO TO Q #36
IF NO: MAKE NECESSARY ADJUSTMENTS

Name of Organization	Type	Activity

40

41

42

36. I have one more statement for you to think about. Here it is. 43

I FEEL WELL INFORMED ABOUT POVERTY IN NEW BRUNSWICK

a. Would you agree with the statement, or disagree?

1____Agree with the statement
2____Disagree with the statement
3____DK/NA GO TO Q #38

b. What about most people in New Brunswick, do you think they would say the same thing, or do you think they would . . . (USE OPPOSITE TERM) with the statement? 44

1____Agree with the statement
2____Disagree with the statement
3____DK/NA GO TO Q #38

c. Finally, do you think most people in New Brunswick would give the same answer as you, as to what other people think about the statement? 45

	Yes	No
1____Agree - most think most would agree		
2____Disagree - most think most would disagree		
3____DK/NA		

37. FOR THOSE WHO DISAGREE ON Q #36 ABOVE: 46

What is there about poverty in New Brunswick that you don't feel well informed about? PROBE FOR C/E/C/S

47

38. I'm going to read you three statements. I'd like you to tell me which one is most like the way you feel about things. 48

1____Poor people should solve their own problems.
2____The government should help poor people to help themselves.
3____The government should solve problems for poor people.

39. Here is a card showing different incomes 49

SHOW CARD J

Would you please tell me which letter is closest to your family's total yearly income?

a) ___ under $3,000
b) ___ between $3,000 and $5,999
c) ___ between $6,000 and $8,999
d) ___ between $9,000 and $11,999
e) ___ between $12,000 and $14,999
f) ___ $15,000 and over
g) ___ DK/NA

40. Here is a picture of a ladder. 50

SHOW CARD K

Suppose we say that the top of the ladder (POINT) represents the highest social standing of families in New Brunswick, and the bottom (POINT) represents the lowest social standing of families in New Brunswick.

a. Where on the ladder (MOVE FINGER UP AND DOWN LADDER) do you feel your family stands at the present time?
Step Number ______50

b. Now, where on the ladder (MOVE FINGER UP AND DOWN LADDER) do you feel that most families in New Brunswick stand? 51
Step Number ______51

Now, just in case my supervisor wants to check my work, may I have your name?

____
(Name of Respondent)

CARD A (MALE)

Question #1

a. TECHNICAL/PROFESSIONAL - such as draftsman, surveyor, medical or dental technician, accountant, doctor, engineer, lawyer, social worker

b. OFFICIAL - such as manufacturer, officer in a large company, banker, government official or inspector, etc.

c. MANAGER - such as sales manager, store manager, office manager, factory supervisor, etc.

d. PROPRIETOR or OWNER - such as owner of a small business, wholesaler, retailer, contractor, restaurant owner, etc.

e. SEMI-SKILLED WORKER - such as factory machine operator, bus or cab driver, meat cutter, etc.

f. CLERICAL WORKER - such as bankteller, bookkeeper, sales clerk, office clerk, mail carrier, messenger, etc.

g. SERVICE WORKER - such as barber, waiter, etc.

h. PROTECTIVE WORKER - such as policeman, detective, sheriff, fireman, etc.

i. SALESMAN - such as real estate or insurance salesman, factory representative, etc.

j. FARM or RANCH MANAGER or OWNER

k. FARM WORKER on one or more than one farm

l. WORKMAN or LABORER - such as factory or mine worker, fisherman, filling station attendant, longshoreman, etc.

m. SKILLED WORKER or FOREMAN - such as baker, carpenter, electrician, enlisted man in the armed forces, mechanic, plumber, plasterer, tailor, foreman in a factory or mine, etc.

CARD B (FEMALE)

Question #1

a. TECHNICAL/PROFESSIONAL - such as nurse, medical and dental technician, college professor, doctor, artist, lawyer, librarian, social worker, dietician and nutritionist, teacher, etc.

b. OFFICIAL - such as government official or inspector, purchasing agent and buyer, etc.

c. MANAGER - such as department store manager, floor manager, factory supervisor, sales manager, etc.

d. PROPRIETOR or OWNER - such as small business owner, restaurant owner, etc.

e. SEMI-SKILLED WORKER - such as factory machine operator, laundry and dry cleaning operator, sewer and stitcher, assembler, etc.

f. CLERICAL WORKER - such as bankteller, bookkeeper, sales clerk, office clerk, typist, stenographer, etc.

g. SERVICE WORKER - such as beautician, waitress, janitorial matron, recreational attendant, etc.

h. PROTECTIVE WORKER - such as meter maid, policewoman, etc.

i. SALESWOMAN - such as real estate agent or broker, stock and bonds sales, etc.

j. FARM or RANCH MANAGER or OWNER

k. FARM WORKER on one or more than one farm

l. SKILLED WORKER - such as baker, tailoress, pattern or model maker, inspector, etc.

CARD C Q #13, 14, 16

WHERE WOULD YOU SAY YOU GET MOST OF YOUR INFORMATION ABOUT POVERTY IN THE UNITED STATES?

a - Newspapers
b - Radio
c - Television
d - Magazines
e - Books
f - Material from organizations
g - People I know
h - The public library
i - Meetings
j - Other (specify)

CARD D

Q #17

	Not a Cause	A Cause	
		Major big	Mino Smal.
a. Poor people don't have enough ambition			
b. Poor people can't work because of bad health			
c. Poor people have too many children			
d. Poor people don't care about getting an education			
e. Poor people don't take the jobs they could get			
f. Poor people don't have the skills you need to get a job			
g. Poor people aren't smart enough to get ahead			
h. Prejudice and discrimination against poor people			
i. People don't care enough about helping the poor			
j. The government and politicians don't care enough about helping poor people			
k. People care more about other things like Viet Nam and the space program than helping poor people			
l. It's easier to stay on welfare than to go to work			
m. Schools don't care about children from poor families			
n. There aren't enough jobs for everybody			
o. There isn't enough good housing for poor people			
p. Inadequate health services			

CARD E

Q #19

IN YOUR OPINION IS POVERTY

a.	1 Very Complicated	2	3	4 Not at all Complicated
b.	1 Can be Solved	2	3	4 Can't be Solved
c.	1 Very Widespread	2	3	4 Not at all Widespread
d.	1 Easy to See	2	3	4 Not at all Easy to see

IN YOUR OPINION, IS POVERTY

e.	1 Going up	2	3	4 Going down

CARD F Q #20

IN YOUR OPINION, ARE POOR PEOPLE

a.	1 Negro	2	3	4 White
b.	1 Young	2	3	4 Old
c.	1 In the Cities	2	3	4 In the Country

IN YOUR OPINION, ARE POOR PEOPLE

d.	1 Good	2	3	4 Bad
e.	1 Smart	2	3	4 Not Smart
f.	1 Ambitious	2	3	4 Lazy

CARD G

Question #27

VIET NAM

THE RACE PROBLEM

THE POVERTY PROBLEM

CRIME IN THE CITIES

CARD H

Question #28

A. The cost of living
B. Education problems
C. Juvenile delinquency
D. Unemployment
E. High taxes
F. Racial problems
G. Poverty
H. Crime
I. Housing problems
J. Drug addiction

CARD I

Question #29

1. STRONGLY AGREE
2. AGREE
3. UNCERTAIN
4. DISAGREE
5. STRONGLY DISAGREE

CARD J

Question #38

Which letter most nearly approximates your FAMILY's total yearly income?

a. Under $3,000

b. Between $3,000 and $5,999

c. Between $6,000 and $8,999

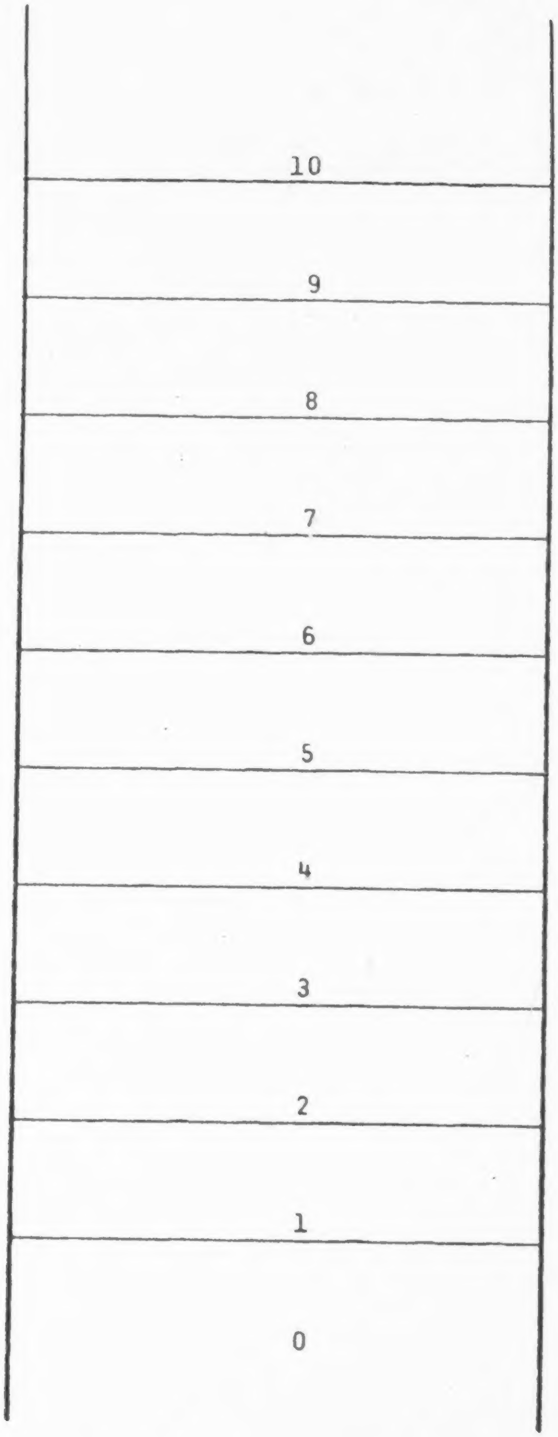
d. Between $9,000 and $11,999

e. Between $12,000 and $14,999

f. Over $15,000

CARD K

Q #39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